

SOUTHERN AUTOMOTIVE JOURNAL

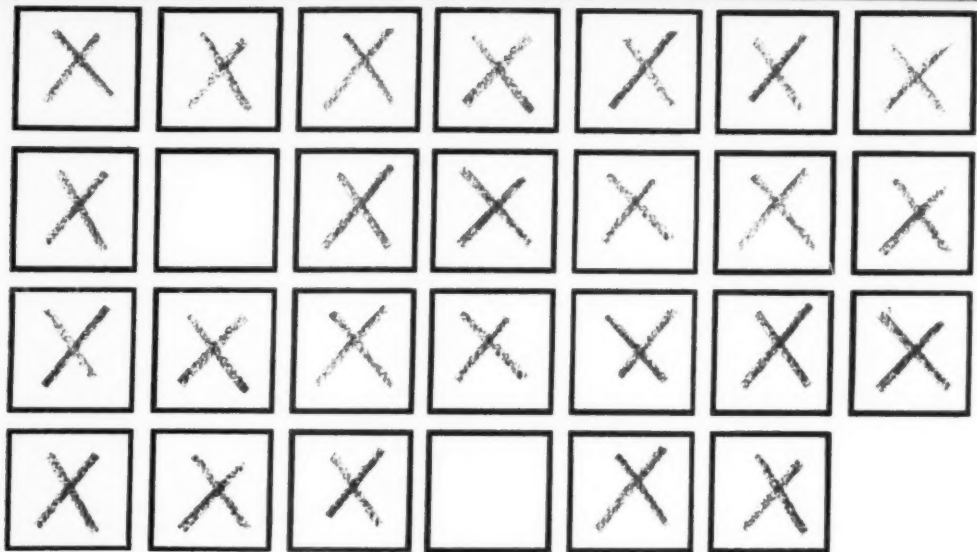
COVERS THE
14 SOUTHERN AND
SOUTHWESTERN STATES

PASS IT ON!

OWNER	<input type="checkbox"/>
GEN. MGR.	<input type="checkbox"/>
SERV. MGR.	<input type="checkbox"/>
PARTS MGR.	<input type="checkbox"/>
FOREMAN	<input type="checkbox"/>
SHOP	<input type="checkbox"/>

November, 1952

Continued Page 32



The vote is overwhelming!

Now **25** out of **27** leading engine manufacturers using chrome rings specify Perfect Circles!

Perfect Circle chrome rings are a landslide favorite with engine manufacturers . . .

And, in replacement service, Perfect Circle's 2-in-1 Chrome Set has also established new standards of piston ring performance and popularity. The thick solid chrome plating on top compression rings and oil ring rails *more than doubles* the life of cylinders, pistons and rings . . . and 2-in-1's choice of expander springs assures sustained power and oil economy regardless of cylinder condition!

What's more, there's no tedious break-in period with 2-in-1 Chrome Sets—they are factory lapped for quick, positive seating. Perfect Circle Corporation, Hagerstown, Indiana; The Perfect Circle Co., Ltd., Toronto, Canada.

SOLID CHROME PROTECTS THESE WEARING SURFACES.

Normal pressure spring and alternate HiPressure spring (for badly worn cylinders) packed with each oil ring.



Perfect Circle

The Standard of Comparison



**Now with every 6-case
order for Whiz products...**

YOU GET AN EXTRA CASE WITHOUT EXTRA CHARGE

**This new extra-profit offer
applies on purchases of**

**MOTOR
RYTHM
(in pints)**



**ZORBIT
(in the new
12-oz. size)**

... or any Whiz radiator product including



Kleen Flush



Rustop



Formula III



Instant Sealer



Metal Seal

Here's how it works—

You buy 6 cases of any of the Whiz products shown here, or any 6-case combination of products (in case units).

You get without extra charge your choice of a 24-can case of ZORBIT (in the new 12-oz. can) or a case of INSTANT SEALER.

**YOU CAN MAKE A DOLLAR PROFIT
FOR EVERY DOLLAR INVESTED!**

Call your Whiz jobber or write direct to get your 6-case deal!

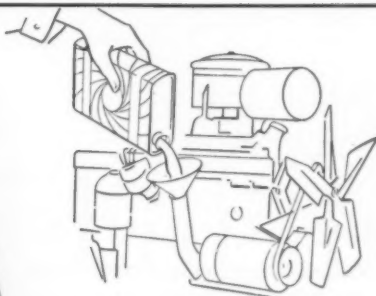


R. M. HOLLINGSHEAD CORPORATION
LEADER IN MAINTENANCE CHEMICALS
840 Cooper St., Camden 2, N. J.

Canadian Offices: Toronto • Warehouses: Chicago, Dallas, San Francisco



Every time you make an **OIL CHANGE**
 Sell a quart of **PERMATEX TOON-OYL®**



It is surprising how often a quart of Toon-Oyl added to the crankcase oil will make a sluggish engine purr like a kitten. It's only good business to suggest it whenever you make an oil change and wherever a driver complains about performance of his engine. There's extra profit in it for you and you please your customer.

1. Cleans gummed working parts

Permatex Toon-Oyl dissolves carbon-gum deposits, frees sticky valves and rings, leaving working parts clean.

2. Eliminates excessive wear

Permatex Toon-Oyl is specially formulated to retard acid action and corrosion which is the cause of 90% of engine "wear".

3. Increases power

Permatex Toon-Oyl increases power two ways...by freeing working parts from carbon-gum and through improved lubrication by coating metal parts with a friction resisting film.

PERMATEX COMPANY, INC.
 Brooklyn 35, N. Y.

Over 50 Chemical Products for
 better automotive maintenance

Ask your
 Jobber
 Salesman
 about the
**SPECIAL
 OFFER**
 on this.

PERMATEX TOON-OYL®

Check Exhaust Systems NOW-
The Lives YOU SAVE Will be YOUR CUSTOMERS!

Death from carbon monoxide rides the highways these fall and winter days—closed windows and leaking rusted mufflers make many cars death traps.

Small amounts of carbon monoxide in the car retard and dull reactions and are dangerous—accidents prove it. Check every car and every truck. Save the lives of your customers.

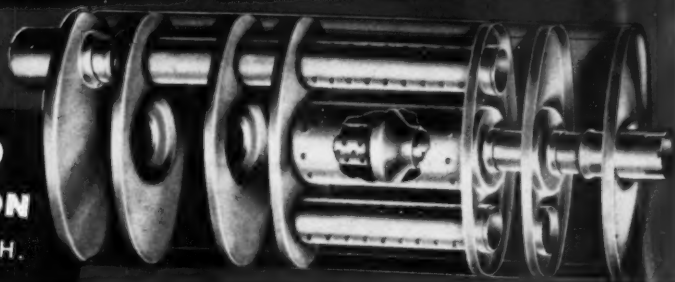
Silence is Golden

... In **EXTRA PROFITS**
AND **CUSTOMER SATISFACTION**

When You
Replace with

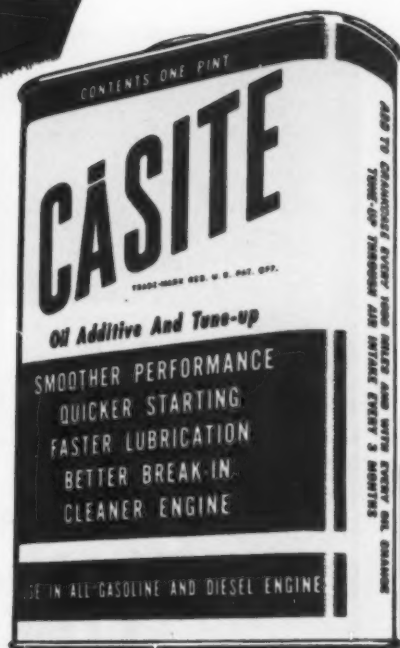
MCCORD
MUFFLERS and PIPES

MCCORD
CORPORATION
DETROIT 11, MICH.



SOUTHERN AUTOMOTIVE JOURNAL for NOVEMBER, 1952

Makes any oil a faster oil!



There's not much you can do to *improve* today's advanced motor oils—except to speed them up.

Automotive engineers say modern oils already have at least double the film strength needed. They have enough "oiliness"—and they cling to vital parts. But even the finest of them needs help at the start—for any oil is "cold" and slow until the engine warms up.

That's why servicemen everywhere recommend Casite. Casite gives *immediate* lubrication, even in cold engines. At

the first turn of the engine, Casite speeds oil around to the bearings, valves, pistons and all the tight spots.

Independent laboratory tests show Casite speeds the flow of No. 20 oil 24% at 100°F., 42% at zero.

This means oil is more fluid in cold motors, yet has the proper body in warm motors, so the engine gets ample lubrication at any temperature.

Do your customers a favor—keep Casite in every crank-case for long and economical engine life. Run Casite through the air-intake, too, or add it to the gasoline—for cleaner, keener performance at any time.

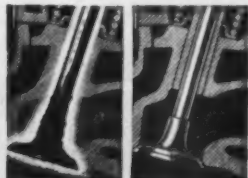
CASITE DIVISION, HASTINGS MANUFACTURING CO., HASTINGS, MICH.

Casite, Drout, Hastings Piston Rings, Spark Plugs, Oil Filters

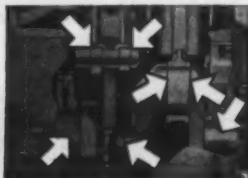
... GUARANTEES BETTER AND SMOOTHER PERFORMANCE or Double-Your-Money-Back



Casite cleans the engine, too. A pint through the air-intake, or in the gasoline, assures better and smoother engine performance.



Casite gets rid of gum and goo, frees sticking valves and rings, lets the power zoom through. It's the quickest, easiest tune-up you've ever sold.



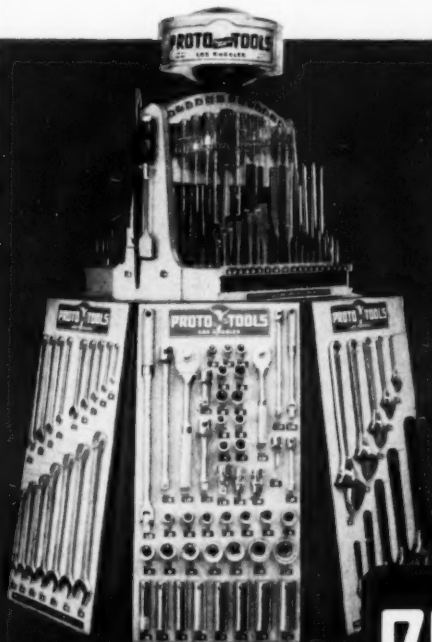
Continued use of Casite keeps the engine fully protected, cuts startup wear to a minimum, keeps the engine keen, clean, free-running and powerful.



Casite aids hydraulic valve lifters, too. Casite gets oil into hydraulic valve lifters quicker, helps the lifters function smoothly all the time.

**This Haul Beats All
of Madame's Jewels... 'cause**

**PROTO means
PROfessional
TOols!**



Like all men who take pride in their work, you want the very finest tools. You get true professional quality in PROTO tools, because they are designed and built to meet the exacting requirements of men who earn their living with tools. Modern user-tested designs, PROTO-specified alloy steels, proper forging and heat-treating, and extreme care in all manufacturing steps result in tools that are extra strong, accurate, easy to handle and long-lived. In the very extensive PROTO line, you will find the types and sizes you need. And that means you can build a complete matched set of professional tools. Make your PROTO dealer's store your Tool Headquarters. Send 10¢ for 68-page catalog to

PROTO TOOL COMPANY
2214P Santa Fe Ave., Los Angeles 54, Calif.

PROTO TOOLS

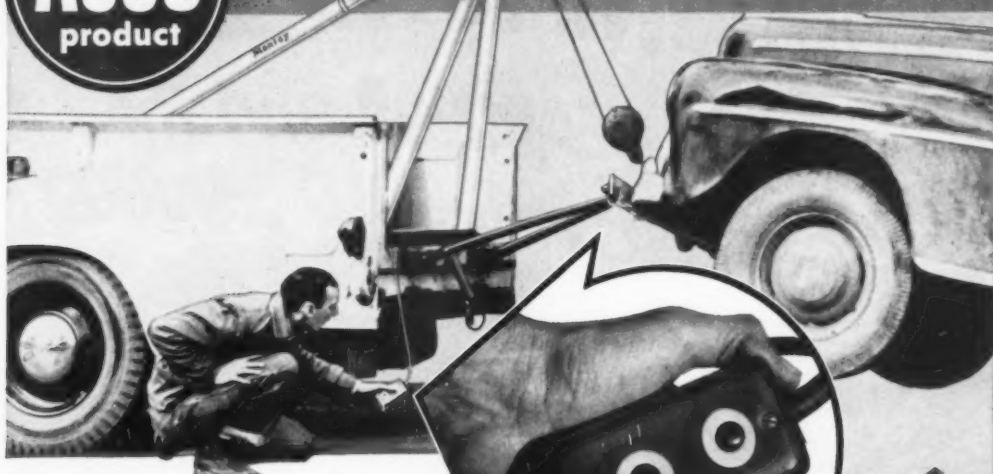
REG. U.S.
PAT. OFF.

LOS ANGELES

MADE
IN U.S.A.



NEW MANLEY PD-3 ELECTRIC POWER DRIVE



• It's new and exclusive with MANLEY—the PD-3 Electric Power Drive for MANLEY WC-3 and WCJ-3 wrecking cranes. It can be bought as a separate unit for installation on any MANLEY WC-3 or WCJ-3 Wrecking Crane in the field . . . or, it can be installed at our factory on new cranes. The PD-3 makes a safe, easy one-man job of tough hoisting operations.

• The PD-3 consists of a sturdy, compact power drive unit with a remote, movable push-button station. Operator has finger-tip control of electrically-operated crane for loads up to 3 tons. He can raise, lower, or hold load—from any spot.

• No power take-off required. $\frac{3}{4}$ horsepower electric motor is powered by truck's 6-volt battery. Crane switch is wired in series with ignition switch to keep motor drive "dead" except when operated by authorized personnel.

• Power drive unit is completely enclosed. All gears run in oil, assuring quiet operation and maximum service life. Entire assembly takes little room. Crane can be folded back to give more hauling space.

• The MANLEY WC-3-PD complete Wrecking Crane with Electric Power Drive mounts on any open truck. It's a money-maker because it saves time and labor on every wrecking job. Send coupon today for additional information.

WC-3-PD
complete

	WC-3-PD	(Jeep) WCJ-3-PD
Width.....	37"	35"
Length.....	80 $\frac{1}{2}$ "	53"
Height.....	54"	54"
Weight.....	355 lbs.	350 lbs.
Clearance, floor space.....	37" wide x 62" long	35" wide x 36" long
Cable length.....	35'	35'

MAIL TODAY

MANLEY DIVISION,
AMERICAN CHAIN & CABLE,
YORK, PA.

SAJ

Please send Bulletin **DH-397** on NEW MANLEY PD-3 Electric Power Drive for WC-3 and WCJ-3 Wrecking Cranes.

Name
Address
Town State

ACCO

York, Pa., Chicago, New York, Portland, San Francisco, Bridgeport, Conn.



**MANLEY DIVISION
AMERICAN CHAIN & CABLE**

The Best Equipped Shop Gets the Profitable Business

MORaine HAS BOTH!

THE RIGHT BEARINGS and the BIGGEST PRE-SOLD MARKET

Moraine engine bearings are of uniform high quality. Install Moraine bearings—made to original equipment standards—and know you are treating your customers right!

And there are *plenty* of pre-sold customers for Moraine engine bearings. Millions of the cars and trucks on the road have Moraine bearings as original equipment . . . and Moraine bearings are available for *additional* millions of cars and trucks! Think of this original equipment market . . . then consider that almost 5 out of 10 cars that pass your door are your prospects.

The Bearing High Compression Demanded

DUREX-100

Original Equipment on Cadillac, Buick, Oldsmobile, G.M.C.,
Fizible and Other Leading Makes.



MORaine ENGINE BEARINGS

A GENERAL MOTORS PRODUCT  A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE

THE MATRIX MAKES THE DIFFERENCE!

Steel-backed middle layer (matrix) of porous copper-nickel is bonded mechanically and metallurgically with bobbitt overlay to give Durex-100 increased embedability and greater resistance to fatigue.

The DUREX-100 is 8 WAYS different . . .

- | | |
|-----------------------------------|-------------------------------------|
| 1. Greater resistance to fatigue. | 5. Stronger bond. |
| 2. Increased load capacity. | 6. Greater resistance to scoring. |
| 3. Greater conformability. | 7. Greater resistance to corrosion. |
| 4. Better embedability. | 8. More durability. |

Durex-100 . . . is an exclusive advance-type bearing that was developed to take the loads and stresses of today's modern, advance-design engines. Original in principle, it is built to stand up under high compressions, high speeds, and high bearing loads.

MORaine PRODUCTS

DIVISION OF GENERAL MOTORS
DAYTON, OHIO

EO 3SR
1949-50-51
CHEVROLET

EO 54R
1950-51
FORD

EO 54L
1941-2, 4, 7, 8
FORD and
MERCURY

EO 133R
1949-50
PLYMOUTH

EO 43R
1949-50
CHRYSLER, DODGE,
DE SOTO

EO 3SR
1941-2, 4, 7, 8
CHEVROLET

EO 3SR
1949-50-51
MERCURY

The above panels are only a few of the complete E-ZEE-On Door Repair Panel line.

**FLANGED
AND
FITTED**

E-ZEE-ON

**DOOR
REPAIR
PANELS**

You can save up to 50% on door repair jobs by using E-ZEE-On Door Repair Panels. Tailor made for quick accurate fit, E-ZEE-On panels increase your profit by giving a faster, more

accurate door repair job—one that really pleases the customer and guarantees repeat business. Complete E-ZEE-On Line for most car models 1941 - 1952

4 Big Reasons why ALL E-ZEE-ON Panels Give Top Satisfaction at Lowest Cost

1. NO FLANGES TO FORM—All flanges already formed for Quick E-ZEE-ON installation.
2. NO LAYOUT TO MAKE—E-ZEE-ON Door Repair Panels come ready to put on . . . Fit more accurately.
3. NO HOLES TO DRILL—Holes for Door Locks, and Door Handles are accurately Die-Pierced. No time-consuming locating operations required with E-ZEE-On.
4. NO REFITTING AND REWORKING REQUIRED—E-ZEE-ON Door Repair Panels are tailored to exact Size, Shape, Contour and include Side and Bottom Flanges and all necessary Holes.



GRAVER INDUSTRIES, INC.

P. O. BOX 4027
CLEVELAND 23, OHIO

ACT NOW! Find out how E-ZEE-ON Door Repair Panels mean extra profits to you.

JOBBERS: Certain territories still open. Write today for full details.

**GET FREE
CATALOG NOW**



GRAVER INDUSTRIES INC.

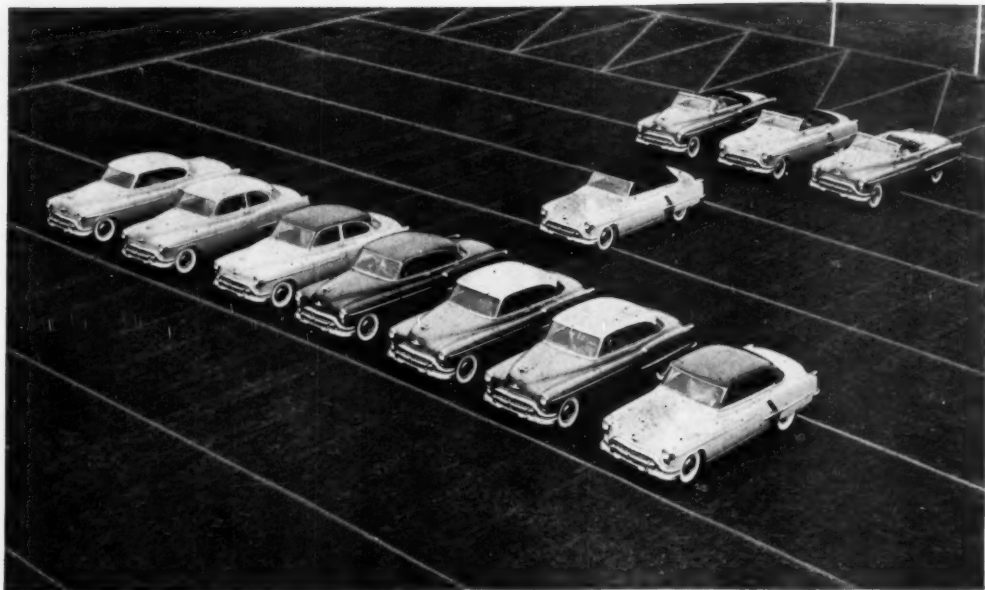
P. O. Box T-4827 Cleveland 23, Ohio

Ask your jobber for our complete E-ZEE-ON catalog, or send coupon to us today, and we'll rush your catalog.

NAME
ADDRESS
CITY ZONE STATE
NAME OF YOUR JOBBER

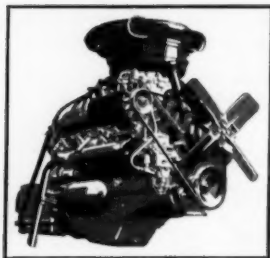
See E-ZEE-On Door Panels, Booth A-128, A.S.I. Show

New High in "Teamwork"



1952 has been another **GREAT "ROCKET" YEAR!**

... thanks to Oldsmobile's winning combination
— a fine product and a fine Dealer Organization!



Here's Oldsmobile's success formula: *build a great product and team it with a strong dealer group. It's that simple. And it works!* For in 1952 Oldsmobile rocketed even higher in public acclaim! It's no wonder. Look at that Oldsmobile line-up above—all great performers! Powered by the mighty "Rocket" Engine—proved by more than a million owners over billions of miles. And the "Rocket" is just one reason for Oldsmobile popularity. Add Oldsmobile Power Steering, Hydra-Matic Super Drive, the Autronic-Eye, years-ahead styling—and you'll see why dealers everywhere expect an even greater "Rocket" future . . . why they know . . . it's smart to be with Olds!

"ROCKET"

OLDSMOBILE

DIVISION OF GENERAL MOTORS

MOOG COIL ACTION PARTS

feature **ROLLED THREADING**



One of the Moog Steels Centerless Thread Generators which roll precision threads. The accepted method of producing threads with strength, accuracy and finish for precision fit.

The threads on most Moog Coil Action Pins and Shafts are rolled, not cut. That means stronger, smoother bearing surface, closer tolerances, and longer wear.

Moog pioneered in front-end replacements. Moog Coil Action Parts have become the standard for workmanship and quality in this specialized field. Wheel alignment men appreciate the exclusive features of the Moog Line and are enthusiastic about our rolled threading production.

Insist on Moog Coil Action Parts. Easier installation—better performance—makes your job pay off in satisfied customers.

MOOG INDUSTRIES, INC.
ST. LOUIS 14, MO.



© 1952 A. I. I.



ROLLED THREADS

Give more strength to part, more bearing surface (no taper), more uniform tolerance and full lubrication to bearing surfaces. Rolled threading with proper heat treatment, creates a hard, smooth bearing that with ordinary lubrication will outlast all other threaded bearings.

CUT THREADS

Less bearing surface, require breaking-in period, have tendency to bind easily, and can obstruct flow of lubrication. Cut threads fracture grain, leave tiny bits of metal with slivers in and around threads. Never clean.



Gatke

BRAKE LINING

For the man who wants the best

Only GATKE GROOVED is OUTSTANDING

GATKE GROOVED Brake Lining decelerates so smoothly, so evenly, so free from back lash it delights drivers. To make stopping a pleasure you can install GATKE GROOVED with assurance.

The unique grooves appeal to the eye. Attract attention. Interest car owners. Give visible proof of premium performance. There's nothing that even looks like GATKE GROOVED Brake Lining.

With this distinctive *PATENTED* Brake Lining, a little creative selling starts a flow of profitable reline business that just keeps coming.

Try it. Ask your
GATKE JOBBER

for particulars or write.

SENSATIONAL NEWS—See GATKE ASI Booths 563, 565, 567

Cleans

Cools

Dries

PATENTED GROOVES

The GATKE GROOVES throw grit and dust away from braking surfaces—circulate air to make brakes run cooler.



GATKE CORPORATION, 238 N. La Salle St., Chicago 1, Ill.

Manufacturers of

ASBESTOS BRAKE LINING FOR EVERY PURPOSE . . .

MOULDED ASBESTOS FRICTIONS—ALL SHAPES AND SIZES . . .

MOULDED FABRIC BEARINGS SERVING ALL INDUSTRIES . . . ASBESTOS TEXTILES

A Profit Story for YOU



Ignition is a long-profit, high-volume service business. Ignition Repairs should be the most profitable work in your shop. Why? Because Ignition Parts are the first to be replaced and always require most frequent replacement.

Service establishments that sell ECHLIN Ignition have more satisfied customers . . . more repeat business and greater profits. Why? Because of ECHLIN EXTRAS. Write for your FREE copy of the brochure—"A Profit Story for YOU!"

ECHLIN Ignition





NOVEMBER DEALER POSTER

Put It Up... Get More New Pump Sales



Customers whose fuel pumps have been in service several years...



will appreciate having you recommend a new fuel pump replacement before winter comes...



preventing loss of time and money caused by a fuel pump failure.

SPARK PLUGS • OIL FILTERS • FUEL PUMPS
SPEEDOMETER CABLES • AIR CLEANERS
FLEXIBLE LINES • GAS STRAPERS

We're handing you the *right* "kind of a line!"



It means more sales, more profits for you and the finest kind of piston ring service for your customers. Check its features. You'll see why.



American Hammered Automotive Replacement Piston Rings are designed to combat every type of engine condition. Whether the problem is reducing blow-by, checking

excessive ring wear or some other ring, piston or cylinder trouble, American Hammered Piston Rings do the job best. Try them and see.

KOETHERIZING

MORE PISTONS HAVE BEEN RESIZED BY KOETHERIZING THAN BY ANY OTHER METHOD

This famous, 17 year old process of piston reizing tops the field in accuracy and permanency. Look at the method and you'll know why.



Stresses have collapsed piston by pushing skirt inward, causing piston top and ring wear.



Reizing is finished in seconds. And, because Koetherizing takes place when metal is cold, the piston will never collapse again. In fact, it will actually expand to compensate for wear.



Inside of piston skirt being pressed with shot at the rate of 16,000 a second, causing rapid, accurate expansion to within a half a thousandth of an inch.

American Hammered PISTON RINGS and Power-Plus Service

GI-60 GROOVE INSERT

The GI-60 Groove Insert forms a heat-treated, spring steel shield which resists wear and pounding of the top land better than either aluminum or cast iron. This insert is locked permanently in place and affords perfect seating for the new ring. It's thousands of miles of extra life for a piston. Here's how it works.



DRY FILM LUBRICANT

(ANTI-SCUFF COATING)

Dry Film Lubricant furnishes outstanding protection against serious friction damage and allows a good, snug fit, without danger of scuffing during the critical break-in period. Dry Film Lubricant offers positive, visual proof of Koetherizing.



American Hammered Piston Rings and Power-Plus Service, the most complete piston ring service package in the field

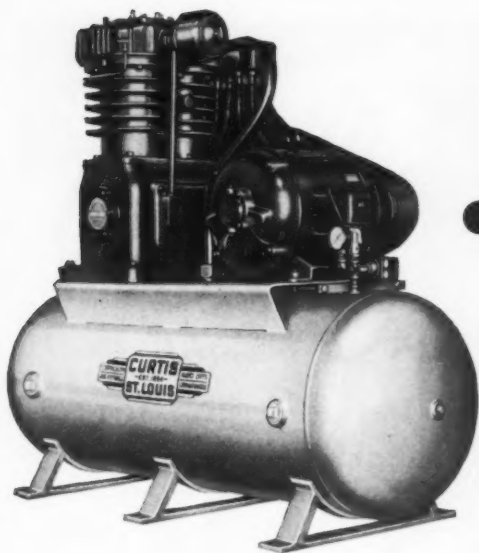
American Hammered

AUTOMOTIVE REPLACEMENT DIVISION

300 SANFORD STREET, MUSKEGON, MICHIGAN

Manufacturers of American Hammered Automotive Replacement Piston Rings





- PLENTY OF AIR
- LOTS OF PRESSURE
- AUTOMATIC!

**78 Cubic Feet Capacity
Delivered to You Ready to Run!**

Just: ● Oil motor bearing
● Put oil in crank case
● Connect to your current

Curtis 15 H.P. AIR COMPRESSOR

TWO-STAGE, AIR-COOLED

Delivers more air per horsepower, assuring saving in power bill.

INTERCOOLER

Four section, finned, providing unusually effective cooling between stages; located in cyclone of air from flywheel.

SELF-OILING

Simple, positive centra ring method; provides pressure lubrication of connecting rod and piston pin bearings.

TIMKEN MAIN BEARINGS

Tapered rollers; easy external adjustment without dismantling compressor.

VALVES

Readily removable as assembled units without removing cylinder head or breaking pipe connections or gasket joint.

AUTOMATIC START AND STOP CONTROL

Motor protected by dependable vacuum type starting unloader.

AIR TANK

120-gallon, 200-pound pressure, built to ASME standards; automatic electric weld.

PRECISION WORKMANSHIP

Backed by almost a century of manufacturing experience — to assure you dependable, trouble-free service.



**CURTIS FULL HYDRAULIC,
TWO-POST SHOP LIFT**
—for Passenger Cars and
Light Trucks



ALSO, Single post rotating lifts for
passenger cars and light trucks.



HYDRAULIC CAR WASHER
(300 Pounds Pressure)
—for better and faster car washing.
More cars washed each day
mean more profit for you.

See your Curtis jobber
OR MAIL THIS COUPON

CURTIS PNEUMATIC MACHINERY DIVISION
of Curtis Manufacturing Company
1938 Kienlen Avenue • St. Louis 20, Mo.

CURTIS PNEUMATIC MACHINERY DIVISION
of Curtis Manufacturing Company
1938 Kienlen Avenue, St. Louis 20, Missouri

CM-727

I am interested in items checked:

☐ AIR COMPRESSORS ☐ AUTO LIFTS (Single Post) ☐ Two Post
☐ POWER CAR WASHERS

Name

Firm

Street

City Zone State

Supplier to Studebaker Since 1915



Studebaker, now celebrating its centennial, always has been famous for its high standards. Yes, since 1852, Studebaker has been synonymous with quality in vehicles that make the most of engineering and manufacturing advances.

Since 1915, BCA Bearings have been original equipment on Studebaker cars and trucks. For

thirty-seven years, BCA engineering has made important contributions to Studebaker's reputation as a pace setter in the automotive industry.

Whatever your bearings requirements, specify the best—BCA Bearings. They are performance proved.

BEARINGS COMPANY OF AMERICA

LANCASTER • PENNSYLVANIA



Radial, Angular-Contact, Thrust BALL BEARINGS



You Can

Clean Up

in STEAM CLEANING!

**Be equipped for
faster, easier and
more complete clean-
ing by installing . . .**

SPONTANE

1 STEAM CLEANER

You will be amazed with the efficiency and the new, exclusive features of HT-150. This new model Spontane steam cleaner, with built-in water vaporizer and Hydro-Therm flow will put you way ahead of competition. The exclusive Hydro-Therm system of mixing detergent with hot water steps up the efficiency and lowers the cost of detergents. The exclusive water vaporizer feature intensifies combustion heat and cuts fuel costs.

Other Spontane features which make it the outstanding steam cleaner on the market today are: AUTOMATIC PRESSURE CONTROL, AUTOMATIC IGNITION, CONTINUOUS DUTY ELECTRIC MOTOR, SMOKELESS OIL BURNER, BIG PUMPING CAPACITY, WATER-JACKETED HEATING COIL, DURABLE STEEL CONSTRUCTION, BAKED ENAMEL FINISH, PORTABLE, WIRE-WOUND HEAVY DUTY STEAM HOSE, COOL SHAFT CLEANING GUN.

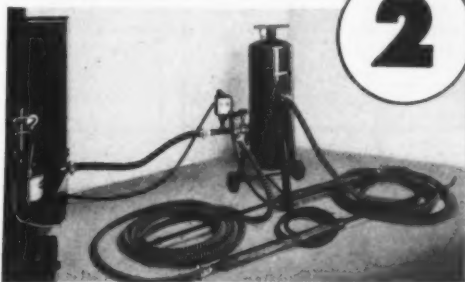
2 STEAMABRADER

Better than a sandblaster, Steamabrader cleans with wet abrasives, eliminating dust, gas masks, air compressor, and the other disadvantages of dry abrasives. Steamabrader cleans oil drums, tanks, tankers, castings, forgings, heavy machinery and equipment, concrete mixers, buildings and dozens of other objects. Other applications include paint stripping and rust removal.



SPONTANE MODELS:

HT-90 (similar to HT-150, but smaller capacity)
HT-100 (medium capacity, between HT-90 and HT-150)
HT-150 (big capacity, illustrated above)



**Write for Details and Specifications
today!**

Dependable Supplies: Spontane Steam Cleaning Compounds, Spontane Crushed Granite Abrasives for Steamabraders and for all types of sand-blasting equipment.

HALLS
INCORPORATED

SPONTANE
LITHONIA, GEORGIA



"PRECISION TUNING" SOLVES THE PROBLEM OF SHELL AND PIPE NOISE—The intense explosion pulse of the new high compression, increased horsepower engines creates difficult-to-control high frequency vibrations which may cause tinny, irritating shell and pipe noise.

WALKER "PRECISION TUNING"

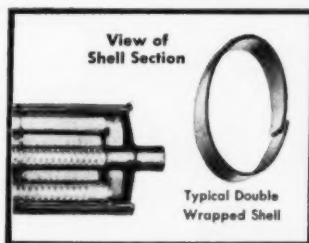


prevents obstruction to the free flow of pressure pulses which may reflect into the exhaust pipe causing "pipe ping."

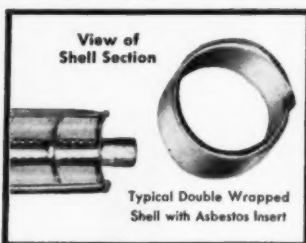
eliminates objectionable "head ring" by the use of specially contoured or laminated head constructions.

eliminates objectionable shell noise by using: ✓ double wrapped shells ✓ asbestos "sandwich" shells ✓ costly asbestos wrapped and steel covered shells

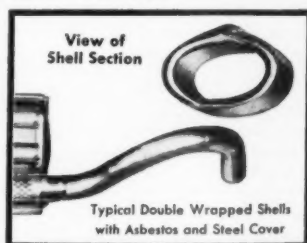
VARIOUS WALKER SHELL CONSTRUCTIONS USED TO REDUCE SHELL NOISE



● There are 54 Double Wrapped Shell Numbers in the Walker Silencer Line



● There are 19 Asbestos Treated Shell Numbers in the Walker Silencer Line



● Asbestos Treated Shells are also required in certain cases to reduce floor board heat

NOW MORE THAN EVER
WALKER SILENCERS
MAKE THE DIFFERENCE!

"INDIVIDUAL TUNING"

For the Millions of Fine Automobiles, Trucks and Buses in Active Service.

"PRECISION TUNING"

For the New Generation of Engines and Automobiles—Now and to Come.

Horsepower is on!

...AND WITH IT WALKER OFFERS "PRECISION TUNING"

A NEW GENERATION OF WALKER SILENCERS

TO MEET THE NEW AND MORE COMPLEX PROBLEMS OF A NEW GENERATION OF ENGINES AND AUTOMOBILES

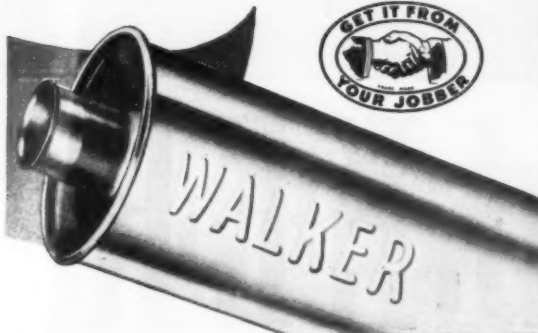
● Improperly designed mufflers are horsepower thieves! No longer can yesterday's mufflers meet even the minimum requirements of today's new standards of car performance and engine design. More powerful engines . . . greater horsepower . . . more intense explosions mean heavier power notes . . . greater "tail pipe bark" . . . greater muffler body and exhaust pipe noise . . . greater volume of exhaust gases. More automatic operation and increased flexibility through automatic transmissions mean more critical power note peaks through "accelerating-to-cruising" range of operation. Greater economy and quieter, smoother ride mean more rigid back pressure limitations . . . more rigid acoustical specifications.

There is no single solution to these new and complex problems. Exhaust system design is now an integral part of engine design . . . and must comprehend and successfully meet the entire broad front of new engine performance.

To meet these new requirements, Walker now offers a new and advanced concept which brings the exhaust system into its true position as a specific engine part—*Precision Tuning*—a new generation of Walker Silencers for the new generation of engines now—and in the years to come—with Walker "Individual Tuning" . . . for the millions of "other generation" vehicles now in service.

WALKER MANUFACTURING COMPANY OF WIS. • RACINE, WIS.

Exhaust Silencers • Jacks • Lifts • Oil Filters



PRECISION TUNING
GIVES CAR OWNERS WHAT THEY WANT!

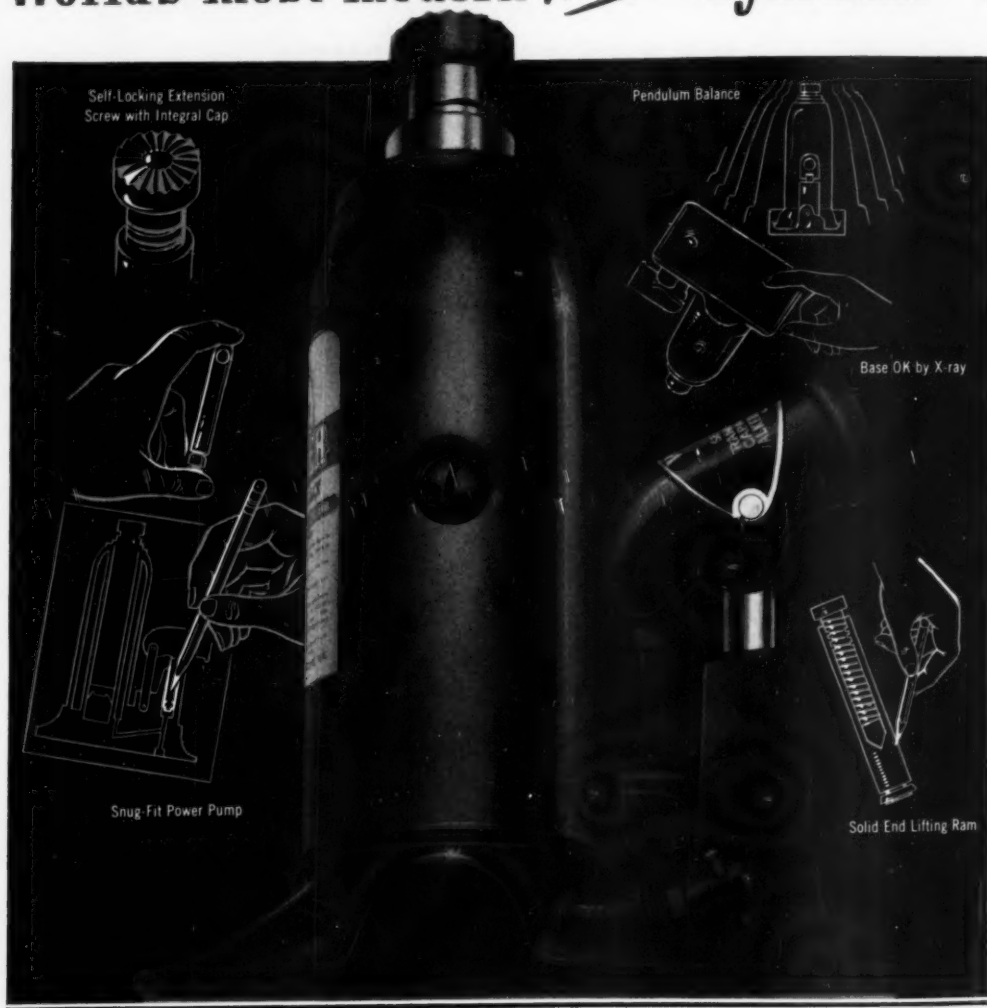
✓ **MORE available power!**

✓ **LESS back pressure!**

✓ **MORE traffic get-away!**

✓ **LESS noise!**

World's most modern *Portable* hydraulic .



WALKER

.... WALKER *Series* 900

Nowhere else can you find such features as
Pendulum Balance · Rhyth-Matic Valve Action
Micro-Accurate Release
8 great models · 1½ to 50 tons capacity

● Here is the portable hydraulic proved in performance, dependability, safety . . . proved on the road and in the shop . . . proved throughout its entire range of models and capacities. Here is the portable hydraulic famous not only for its finer precision manufacture, but for its smooth, fast, dependable operation and its rugged streamlined construction.

The Walker Series 900 is truly modern . . . modern with its "Projectile" tank, designed in the shape of a heavy armor piercing shell to withstand greater shock

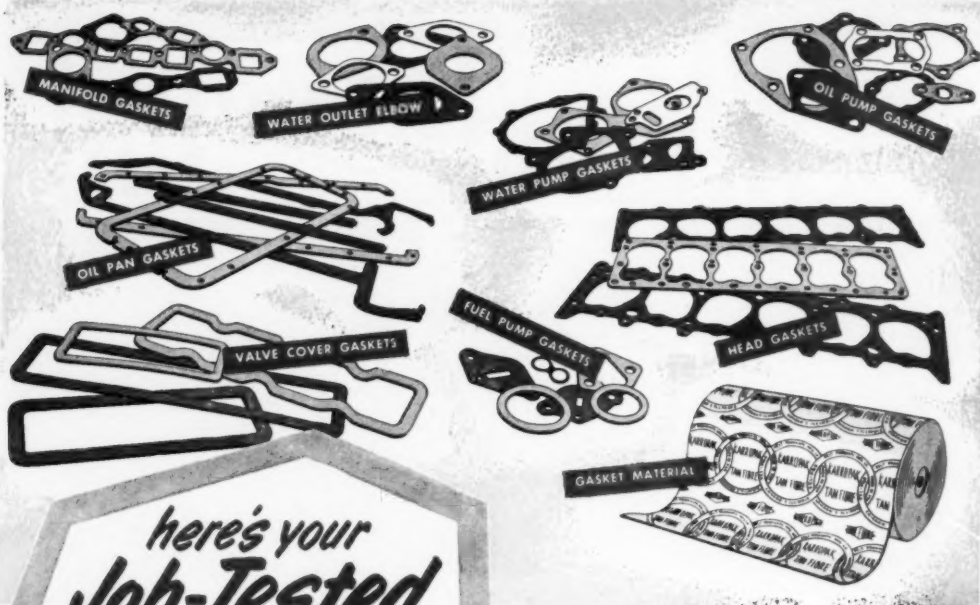
and distribute the weight uniformly . . . modern all the way to its rugged malleable iron base and pump barrel, X-ray tested against imperfections. Over a period of many years, Walker has continually developed such significant refinements and improvements in a never-ending quest for true jack perfection.

Whatever your needs, there's a Walker Series 900 Portable Hydraulic to handle the job with speed and safety and with strength aplenty to give you the finest dollar-for-dollar value in the field today.

WALKER MANUFACTURING CO., OF WISCONSIN • RACINE, WISCONSIN

Makers of Walker Jacks, Exhaust Silencers, Oil Filters and Electric Lifts

Leads in Jacks



here's your
**Job-Tested
Team**

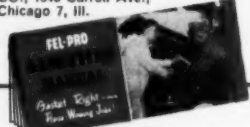
FEL-PRO COMPLETE GASKET LINE



Order NOW from your Jobber.
Assortment WO-9— for all popular cars.
Assortment WO-18— service for all cars.

FREE GASKETING MANUAL

Over 30 valuable gasketing "Tips" combined into this handy, pocket-size booklet. See your Fel-Pro Jobber or write TODAY to: **FELT PRODUCTS MFG. CO., 1548 Carroll Ave., Chicago 7, Ill.**



FAST SERVICE ASSURED By Warehouses Near You
Parts Warehouse Co., 2715-19 Main St., Dallas, Texas—Automotive Warehousing & Distributors, Inc., 734 W. Peachtree St., Atlanta, Georgia.



Little Drip says: "Wise mechanics know that no installation is better than the gasket and no gasket is better than the installation. To stop me for good—use the 'Job-Tested' Fel-Pro Team!"



Make every job a **Praise-Winner**—instead of a comeback—
with this "Job-Tested Team!"



...and ~~THE~~ INSTALLATION KNOW-HOW

You don't ever have to accept a substitute. No matter what gasket you need—oil pan, manifold, valve cover, water pump, fuel pump, etc.—there is a new Fel-Pro Gasket just like the original. And when you install new Fel-Pro Gaskets and use the Installation Know-How "Tips" contained in the new Fel-Pro Gasketing Manual, you've got a "Job-Tested Team" for making a praise winning job—instead of a comeback!

Mechanics everywhere know that re-using the old gaskets is one of

the main causes of comeback work. They know that comebacks are expensive—not only in time and profit but in customer confidence as well. So, don't take chances no matter how good the old gasket looks. Just a few cents cost and a little effort can make all the difference. You can't beat re-gasketing with new Fel-Pro Gaskets and you can't beat the Installation Know-How in the new Fel-Pro Gasketing Manual for doing the job right everytime.

Let's Talk

ABOUT *Quality*

& ITS RELATION TO YOUR SALES

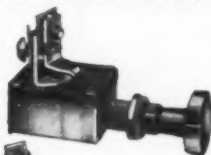


COLE-HERSEE makes the finest switches you can sell!

Cole-Hersee replacement switches meet the specific requirements of leading manufacturers and are constructed to SAE standards. They are original equipment. Guaranteed for Quality and Ruggedness. Engineered for Performance and Dependability, the name Cole-Hersee is your assurance of top quality. Sell with Confidence—Sell Cole-Hersee. Remember, customer satisfaction means continuous sales.



No. 9044 Push
Button Dust-
proofed Starter
Switch



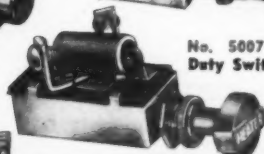
No. 5007 Heavy
Duty Switch



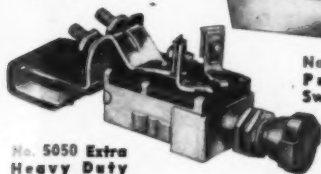
No. 1180 Trailer Con-
nector Box and Grip-
tite Cable Protector



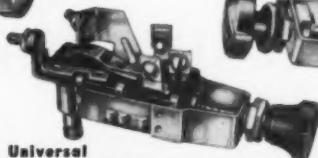
No. 5027 Extra Heavy Duty
Switch



No. 6896 Push-
Pull Heater
Switch



No. 5050 Extra
Heavy Duty
Switch with
Circuit Breaker

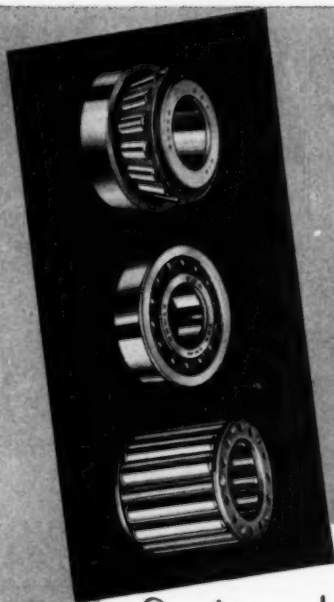


No. 7123 Universal
Heavy Duty Headlamp Switch



No. 6887 Push-Pull
12 volt Heater
Switch

COLE-HERSEE CO.



BOWER

TAPERED AND STRAIGHT ROLLER BEARINGS

Quality

Tapered or straight, there is no finer roller bearing made. You can see Bower quality—in the bearing—in ease of installation—in performance records! Put 'em to work. See for yourself!

Accuracy

You know you're "right on the nose" when you replace with Bower bearings. They have all of the fine-tolerance craftsmanship you find only in a well-designed, carefully manufactured piece of work.

Service

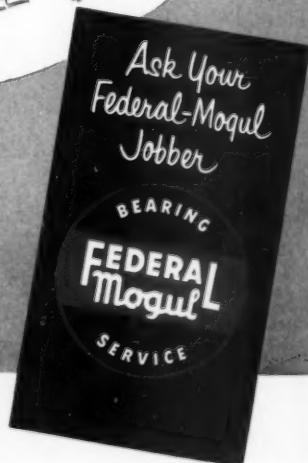
You get the *double* dependability of two great names in bearings—Bower and Federal-Mogul. Bower builds in the quality, Federal-Mogul brings it to you—*fast*! Ask your Federal-Mogul Jobber!



FEDERAL-MOGUL SERVICE

(Division of Federal-Mogul Corporation)

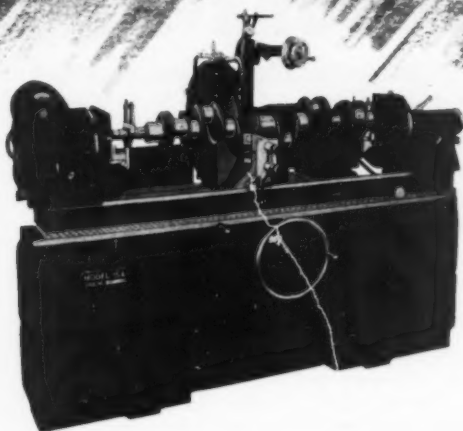
DETROIT 13, MICHIGAN



NEW

**MACHINES ARE TAKING
THE COUNTRY BY**

STORM

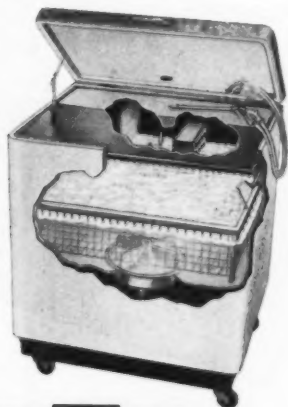


MODEL 75 CAMSHAFT GRINDER

Opens a new profit-making field for automotive machine shops! Pilot model in operation over a year with sensational results. Handles camshafts up to 50 inches. 6½-inch swing. Heavy construction for precision grinding.

MODEL 15-A CRANKSHAFT GRINDER

62 inches between centers — 20-inch grinding wheel — 18-inch swing — new heavy-duty spindle. Weighs over 6,000 lbs. Designed for high production in shops where the best in precision performance is demanded.



WASHING MACHINES

Turbo-Blast washing machines are built in 4 sizes for all shop cleaning requirements.

Model JR. 20 — for approx. 40 lbs. of parts.
Model JR. 30 — for approx. 60 lbs. of parts.
Model 42 — for motor blocks and larger parts.
Model 236 — for volume cleaning motor blocks and industrial.

SEE

these **STORM-VULCAN**
Machines in action
at the A.S.I. show
Booths 950-952-
1049-1051

MODEL 85 HEADMASTER CYLINDER HEAD MILLING MACHINE

Extra profits on cylinder head resurfacing come easy with the new Headmaster. This machine will mill all automotive and most industrial cylinder heads. Positive control — high quality resurfacing at the lowest cost.



STORM-VULCAN

2225 BURBANK ST.

INCORPORATED

DALLAS, TEXAS

WRITE FOR FULL INFORMATION ABOUT THESE HIGH PRODUCTION ENGINE REBUILDING MACHINES.

Here are **5** reasons why

1

SENSATIONAL NEW KIND OF ADVERTISING WILL BRING CUSTOMERS DIRECTLY TO YOUR DOOR!

**Get Extra Sales and Profits from
Western Union Operator 25 . . . It's easy!**

Today, more than ever before, car owners need and want an accurate battery charge and condition test. AAA reports more than 10 million car breakdowns in 1951 were caused by battery failure. And now Willard Dealers can provide a quick, accurate test that car owners can understand. Over 73 million sales messages in Willard national advertising will feature this battery charge and condition test in a big way. And every single message will urge car owners to locate their Willard Dealer by Calling Western Union and asking for Operator 25.

PUT WESTERN UNION OPERATOR 25 TO WORK FOR YOU!

Willard Foots the Bill . . . Costs You Nothing

• Use this great new Willard service to help you sell more batteries and other under-the-hood products and services. Contact your Willard Distributor right now . . . delay can cost you extra profits. If you don't know your Willard Distributor, fill out coupon on right-hand page and mail it today.



Willard

you can make more money selling Willard!

- 2** *It's easier to sell Willard because more car owners prefer Willard than any other battery!*
- 3** *Year after year, Willard has supplied batteries to more manufacturers for original equipment than any other battery maker...and will again in 1952!*
- 4** *In the complete Willard line you have a battery for everyone — retail prices start at \$16.65.*
- 5** *50 years and 100 million batteries have proved Willard the world's most dependable battery.*

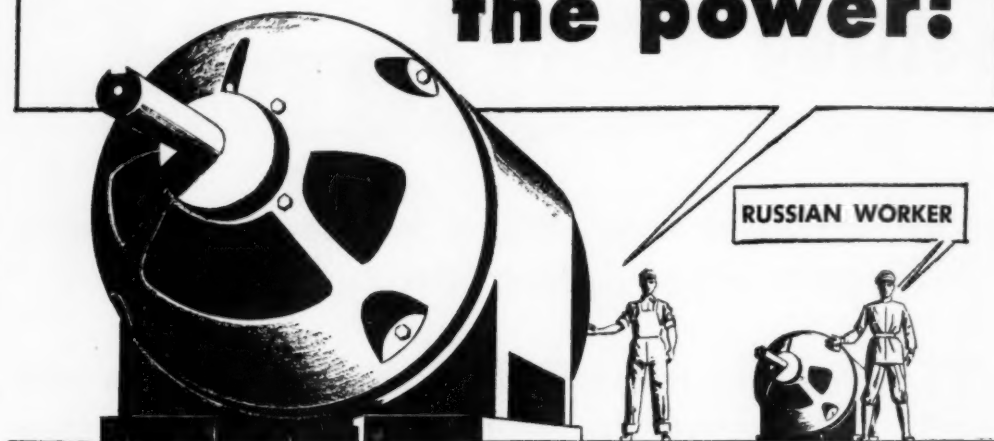
Be sure to see us at the A.S.I. SHOW . . .

WE'RE DOWN IN THE BASEMENT WITH SOME TOP-FLIGHT IDEAS

This year you might have to walk a little further to see us at the A.S.I. Show. But, brother, we'll be there. We're going to have the biggest, most interesting and informative exhibit Willard has ever put on. And here's a little tip—your visit could turn out to be a mighty profitable one.

*Remember, the Willard Booth is in the Basement . . .
the Number is A 710*

AMERICAN WORKERS HAVE **7 times** **the power!**



How does America do it?

Why does the American worker have the help of about 7 times as many kilowatt-hours of electric power as is available to the Russian worker?

How can we Americans produce over 40% of the world's goods and bring so much more of everything to everybody with less than 6% of the world's population? Why is the American output per-man-hour still growing faster and faster?

The answers cannot be laughed off nor are they hard to find. In the words of Ralph J. Cordiner, president of the General Electric Company: "The greatest impetus for forward movement still comes when individuals are free to plan and carry out their own ideas without government coercion or unnecessary regulation."

Including estimated expenditures in 1952, private industry in the last seven years will have invested over 150 billion dollars in new plant and equipment. This contrasts with Federal Government investment of not much more than 12 billion for similar purposes in the same period. Moreover most such Government expenses during the last three years have been allocated

to military and atomic projects.

Back of all this progress in private industry is the unique American system of competition—our kind of competition that continually stimulates Americans to make things better and to sell them better—and at lower prices.

In America we do not just compete for public office; we also compete in technology, competency of management, individual initiative and distribution—the latter including selling and advertising in all their varied forms.

Our kind of competition promotes the growth of more and more businesses and industries—and this means more jobs and expanding prosperity from which we all benefit.

"Planned economies" and other fancy theories are not for us. The American competitive system has given us the highest standard of living in the world. Let's all work to preserve it.

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THE COMPETITIVE SYSTEM DELIVERS THE MOST TO THE GREATEST NUMBER OF PEOPLE



SURE... I'M A CAPITALIST!

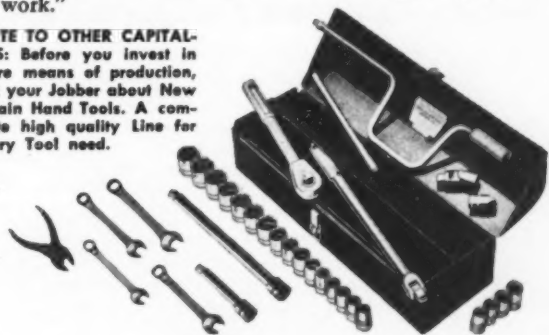
"Being a mechanic, I like to take things apart and see what makes 'em tick. Now, you take that word Capitalist apart . . . the dictionary says it means — 'a man who has capital, owns the means of production, or stock in trade'. To me it's just a six bit word that says here in the U.S.A. any man can become a capitalist, and quick!

"That's why we've got millions of capitalists in this country, and I'm a good example, because I've got everything it takes . . . my 'capital' — a few bucks in the savings bank . . . my 'means of production' — the New Britain Hand Tools I own . . . and my 'stock in trade' — the know-how to use those Tools at my job in the shop.

"Sure, I work hard . . . I'm really the 'dirty' capitalist the Commies talk about . . . because I get my hands dirty, a smudge on my nose and a little oil in the eye occasionally. But, I'm doing the good job I like, not because someone says I must. I don't want a medal from some commissar, or my name in their controlled press as the winner of some screwy five year plan. Those things are no good at the corner grocery. All I look for is the chance to make a decent living in a free country like ours. And, while I'm working at my job I'm also working at keeping it that way. Let's keep our American system — and work to make it better.

"Hand me that New Britain Ratchet . . . I've got to get back to work."

NOTE TO OTHER CAPITALISTS: Before you invest in more means of production, ask your Jobber about New Britain Hand Tools. A complete high quality line for every Tool need.



New Britain

GREATER STRENGTH • BETTER FIT
THE NEW BRITAIN MACHINE CO. • NEW BRITAIN, CONN.

HAND TOOLS

DUTCH BRAND Rub'R-Strip MOLDED SPONGE RUBBER WEATHERSTRIP



TOP
PERFORMANCE
ON THE JOB

Rub'R-Strip

makes those repairs

around trunk lids and doors just like new!



No. 607



No. 609



No. 611

Rub'R-Strip is of correct size and shape for replacement of original equipment. Along with DUTCH BRAND Rub'R-Shim, it gives a complete line of weatherstripping to choose from. It is packaged in a handy dispensing box and strips can be measured on rule at base. Rub'R-Strip is made of quality and live molded sponge rubber that will give top performance on the job . . . sealing out drafts, dust and dirt and stopping squeaks and rattles. For satisfactory replacement weatherstrip material ask for DUTCH BRAND Rub'R-Strip.

DUTCH BRAND CEMENTS FOR APPLICATION

For best permanent results in applying, use DUTCH BRAND Weatherstrip or Bonding Cement.

Available from your jobbers



ALSO

Rub'R-Shim

DUTCH BRAND Rub'R-Shim is an all purpose weatherstrip that is available in widths ranging from $\frac{3}{8}$ " to 1" and thicknesses from $\frac{3}{16}$ " to $\frac{3}{4}$ ". . . in 10 ft. and 50 ft. rolls. It provides a weather-tight seal, prevents rattles and keeps out drafts and dust. It is easily applied.



VAN CLEEF BROS. INC.

Manufacturers of Rubber Products

DIVISION OF Johns Manville

7800 WOODLAWN AVE. * CHICAGO 19, ILLINOIS

NO ADAPTORS NO FUMBLING

...just snap
them on



As seen
on
**15 MILLION
TELEVISION
SCREENS**

YOU make profits *fast* with Trico's new Soft-Rubber Wiper Blades.

You'll pick the right blade *quick* from Trico's handsome metal Sales Cabinet. *No fumbling on the shelf!*

And you can snap them on **ALL FOUR** types of wiper arms instantly *without*

fumbling, without fiddling around with a bewildering assortment of adaptors.

The Cabinet is yours *without extra charge* when your Jobber sets you up with a modest, balanced stock—and you'll be surprised at how small an inventory will service **ALL** cars, old and new! Phone him **NOW!**



HOW TO SELL and INSTALL Wiper Blades—an "eye-opening" full-color sound-slide film for sales meetings. Write Trico—or ask your Jobber to arrange a showing of "Seeing in the Rain" for you.



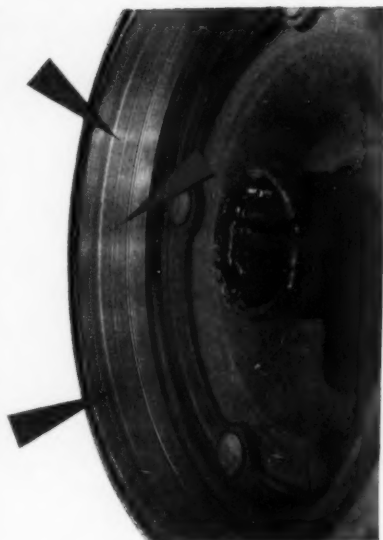
FREE—This handy Slide Chart instantly tells what blade to pick. Write Trico or phone your Jobber for one.



Windshield Wipers
Trico Products Corporation, Buffalo 3, N. Y.

**Should
WIRE-BACK
BRAKE LINING
be used
for
Bonding?

NO!**



The use of wire-back brake lining for bonding just doesn't make sense. Actually it's wasteful, because:

The main argument for bonding is that you get more friction wear surface since there are no rivets and the lining can be worn to a greater depth. But when wire-back segments are used for bonding this advantage is lost as they can be worn only to the wire, then metal meets metal with scored drums a real probability.

This can't happen with Thermoid molded bonding segments. They can be worn practically to the shoe surface because they are high quality friction material throughout—not of wire-back construction.

If you want wire-back lining, Thermoid makes and sells the best; and it will bond well. But we can't honestly recommend *any* wire-back for bonding, because it defeats the main advantage of bonding.

Thermoid Custom Built Bonding Segments are positive in their holding power . . . do not fade or disintegrate . . . never scratch or score brake drums. They duplicate in the bonding field the same high standards for which Thermoid CB Sets have always been known. They carry the same unqualified guarantee of the
Pittsburgh Testing Laboratory.



Thermoid

Thermoid Company • Trenton, New Jersey

the standard of precision
processing in brake lining,
brake blocks, hydraulic fluid,
cylinder assemblies, hydraulic
brake parts.

HEIN-WERNER'S VALUE-PACKED . . .

"O'BOY" IS BACK!

"O'BOY" MODEL "OS"
Hydraulic Curb Jack
Capacity 2,500 lbs.

NO OTHER
CURB JACK MADE
OFFERS SO MUCH
and COSTS SO LITTLE

\$55⁰⁰
net to dealer

Immediately upon amendment of NPA limitation order M-83, Hein-Werner rushed the "O'BOY" Hydraulic Curb Jacks back into production. Again you can get everything you want in a curb jack . . . at a price you can afford to pay. Prove it to yourself. Check these features point-for-point with any other curb jack on the market:

JET-FAST JACKING. Powerful pumping unit gets passenger cars and light trucks off the ground in seconds! Takes but a few strokes of the handle.

FREE MOVEMENT. The light, 66 lb. "O'BOY" rolls easily on big ball-bearing swivel wheels. No need to tug or jerk.

EASY-TO-SPOT WHITE SWIVEL SADDLE permits user to correctly and safely position jack under the car.

HIGH LIFT. The "O'BOY" provides adequate clearance even for cars with deep-skirted fenders.

QUICKLY DETACHABLE HANDLE. Slight pressure on two levers removes the handle. Slips back into position just as easy. No tools required.

RUGGED CONSTRUCTION. Side members are structural steel. Hydraulic pumping unit features patented, long-wearing Heinite piston. Performance proven by thousands of satisfied customers.

See your H-W jobber or write us.

The Hein-Werner line of hydraulic jacks is COMPLETE! It includes Under-Axle Jacks of 1½, 3, 5, 8, 12, 20, 30, 50 and 100 tons capacity . . . "Bumper-Lift" Hydraulic Jacks for passenger cars . . . "Swift-Lift" and Service Jacks for shop use . . . "Push and Pull" Hydraulic Jacks for body, fender and frame work . . . Adjustable Car Stands for cars and trucks.



HEIN-WERNER CORPORATION
WAUKESHA, WISCONSIN

MONMOUTH

first with the finest



CLEVITE* 77

**runs wetter to
lengthen
bearing life**

THE "unfinished" looking finish of a Clevite 77 bearing is an achievement—not a mistake. The problem was to produce a bearing that gave unequalled service life under severe operating conditions. To accomplish this, the most excellent surface action was required—the maintenance of a uniform oil film under conditions of engine overload—lugging and overspeed.

Hundreds of hours of experiment and test were required to develop the lusterless, satin finish you now see on Clevite 77 Bearings. Examine this finish—it accomplishes exactly what was sought.

Clevite 77 Main and Connecting Rod Bearings for replacement use are furnished under our Monmouth Brand and only for applications where engine manufacturers' specifications call for Clevite 77.



*Your
NAPA Jobber
is a Good Man
to Know!*



*The words Monmouth, Clevite and Micro are registered trade marks of The Cleveland Graphite Bronze Co.

**THE CLEVELAND
GRAPHITE BRONZE CO.**

Cleveland, Ohio

CGR FIRSTS: The development of continuous strip casting, 1929—thinwall babbit lined steel-backed bushings, 1931—continuous casting of copper lead on steel strip, 1934—tri-metal bearings, 1938—Micro* Bearings, 1939—Clevite 77, 1944—and others which have helped to revolutionize the lined bearing industry.

THESE PRODUCTS HAVE

Acceptance

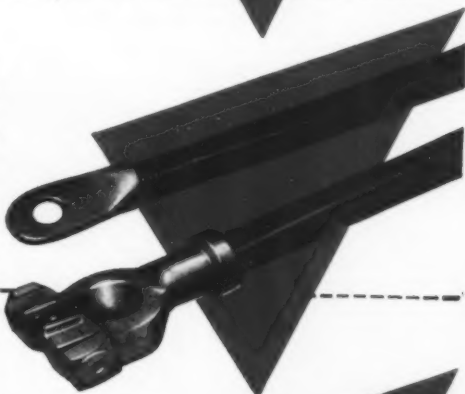
PACKARD IGNITION CABLE

Long considered the "standard of the automotive industry," Packard high-tension cable is used as original equipment on more cars, trucks, buses and tractors than cable of any other make. Packard FOUR-FORTY and Packard LAC-KARD ignition cable are designed to deliver balanced performance in every make and model car, truck, bus and tractor in operation today.



PACKARD BATTERY CABLE

Packard battery cables are used as original equipment on more cars, trucks, buses and tractors than cables of any other make. Packard battery cables are full size, full weight . . . are available with LEADALLOY terminals or leaded brass terminals. Both types are packaged in individual cartons—both deliver top performance—both have acceptance, everywhere.



PACKARD LOW-TENSION CABLE

As with Packard's other products, Packard low-tension cable is used as original equipment on more cars, trucks, buses and tractors than cable of any other make. Packard's "249 Compound" insulation, by every laboratory test and by the test of long, hard usage, has exceptional resistance to heat, oil, chemicals and abrasion.



Packard
REG. U.S. PAT. OFF.
TRADE MARK

Packard Electric Division, General Motors Corporation
Warren, Ohio

FOREMOST BUILDER OF AUTOMOTIVE AND AVIATION WIRING

Sensational \$12⁹⁵ WEN

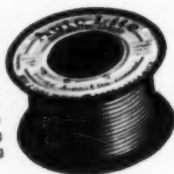
AUTO-LITE is a complete wire and cable line with 3 proven sales leaders

Auto-Lite "STEELDUCTOR" Spark Plug Wire
Auto-Lite "Steelductor," a silver-sheathed high tension ignition cable, employs a seven-strand conductor of Stainless Steel, instead of the conventional strands of copper wire. Gives remarkable improvement in performance when employed in today's shielded ignition circuits.



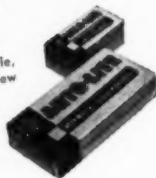
Auto-Lite "FLEXTRAND" Primary Wire

Highly resistant to attacks of heat and oil. Auto-Lite silver-sheathed "Flex-trand" Primary Wire permits easier stripping and soldering, gives long life, is easy to install.



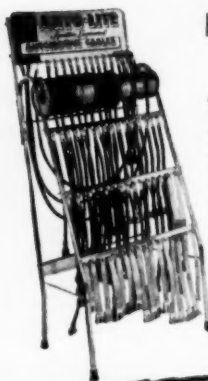
Auto-Lite "POWER LINE" Battery Cable

Auto-Lite Battery Cable, complete with the new Power Line Terminal that resists corrosion — assures excellent contact — customer satisfaction.



Backed by the greatest support in the industry!

Auto-Lite Wire and Cable is America's only consumer-advertised line! The Auto-Lite name is featured in national magazines, farm papers . . . Auto-Lite messages blanket car owners from coast to coast over network radio and TV. Auto-Lite Wire and Cable is original factory equipment on millions of America's finest cars, trucks and tractors! Colorful display material is available for your counter and window to help make your selling job easier. For sales action, switch to Auto-Lite Wire and Cable today!



Auto-Lite Wire & Cable Display

Sales-boosting display is available from jobber at special price with wire and cable purchase. Find out about free Auto-Lite signs and other point-of-sale material.



Auto-Lite Automotive Cables

New Auto-Lite Battery Cable Wall Rack, 16 hooks, comes without extra cost on purchase of only \$14.95 worth of Auto-Lite Battery Cable.

AUTO-LITE wire and cable

Soldering Gun only \$4.95

... WITH EVERY \$29.95 ORDER
OF AUTO-LITE WIRE AND CABLE

FEATURES

- Heats in 3 to 5 seconds
- Cools quickly
- Reaches "inaccessible" spots
- Tiny bulb automatically spotlights work
- Tips easily replaced
- Economical—heats only when trigger is pressed
- Has rugged tip for probing
- Balanced for maximum comfort and accuracy



DEALERS—
Here's all you do...

**Pick Any Assortment You Want
of Auto-Lite Wire & Cable Totaling \$29.95**

This nationally famous Wen soldering gun, carrying a list price of \$12.95, is yours for only \$4.95 with each \$29.95 order of Auto-Lite Wire and Cable. Check your stock today . . . contact your Auto-Lite Wire and Cable jobber . . . put in your order and the Wen Gun is yours at this low, low price. Special bonus of one extra soldering tip without charge if you act at once . . . so order now.



See Your Jobber Today or Write: Merchandising Division
THE ELECTRIC AUTO-LITE COMPANY, TOLEDO 1, OHIO



one way

two ways

all ways

... Griffin Leads In Safety Lighting

● Griffin gives you the answer to all safety lighting needs. Whether it's stop lamps, turn signals, warning signals, clearance and marker lamps, mirrors—you name it, Griffin makes it—better!

Pick up a Griffin lamp—look at it. You'll find it's heavier, sturdier, tougher, able to stand

up under years of rugged fleet wear. Every Griffin lamp is fleet engineered for longer life, trouble-free service—and to keep maintenance and replacement costs to a minimum.

See your Griffin jobber now. You'll find it pays to concentrate on Griffin—the complete line engineered for fleet use, alone.

THE GRIFFIN LAMP COMPANY • HAMILTON, OHIO

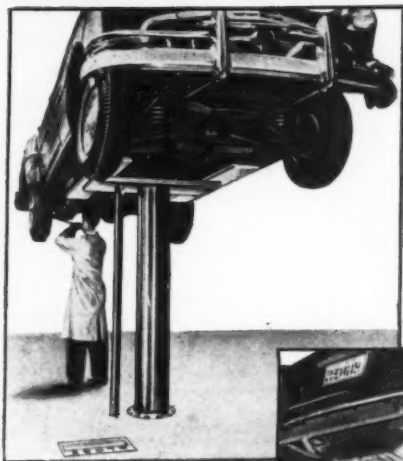
Model No. 200 Whopper stop lamp, 7 1/4" diam. 4" depth. Finished in black enamel. Stainless steel door. Lens color red or amber.

Model No. 550 New class A, Type 1, double faced turn signal. Only 2" deep—needs no reflector. Throws an amber signal forward and red signal to the rear with one bulb and a single set of wires.

Model No. 360 Emergency warning blinker. A high intensity warning blinker with 360° lens. Visible all around the horizon in brilliant sunlight or total darkness.

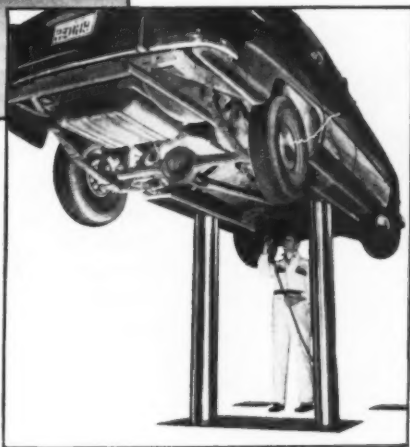


GLOBE ... the pioneer ... gives you a choice of a single post or 2-post **FRAME-KONTACT*** hoist!



Single Post Globe Frame-Kontakt Hoist

Ideal for lubrication, brake inspection and repair, tire and wheel jobs, installing tire chains, general service and maintenance.



Dual Post Globe Frame-Kontakt Hoist

Has all the advantages of the Single Post type *PLUS* wide-open accessibility. There is an unobstructed aisle lengthwise of the car; removal and replacement of transmissions, drive shafts, and other under-car parts are speeded. Use the coupon to send for illustrated booklet on Frame-Kontakt Hoists.

*Globe Frame-Kontakt Hoists are manufactured under one or more of the following U. S. patents: 2593630—2593635. Other U. S. & Foreign Patents pending.

GLOBE

THE BEST LIFT

GLOBE HOIST COMPANY, 1000 E. MERMAID LANE, PHILA. 18, PA.
Factories at Des Moines, Iowa and Phila., Pa.

Globe Hoist Company
1000 E. Mermaid Lane
Philadelphia 18, Pa.

SAJ-442

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Address

City Zone State

You can not build permanent business with inferior brake lining . . . The sure way to satisfy customers, increase business, and make greater profits is to reline with Raybestos PG Proving Ground Tested Brake Lining Sets. They give the safe, sure stops and have the long-lasting life that complement your good shop work, satisfy your customers, and increase your profits.



INSIST ON THE RAYBESTOS BRAND ON EVERY PIECE OF BRAKE LINING. IT'S THERE FOR YOUR PROTECTION.

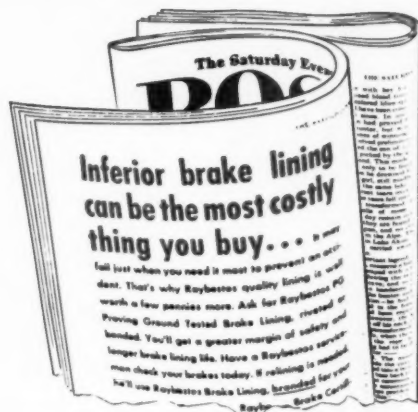
PG for riveting

Ray-BOND for bonding



PULL WHEELS AND USE THE RAYBESTOS BRAKE CERTIFICATE

These two things, plus the quality of Raybestos Brake Lining, will give you the keys to brake service volume. And month after month, powerful pre-selling Raybestos ads like the one below will support you by urging city and rural car owners to have their brakes certified safe.



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Line

The
COMPLETE
Line

The
PREFERRED
Line

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More bearing part numbers than any other line . . . plus the nation's only complete exchange connecting rod service. The Federal-Mogul line is the COMPLETE line, designed for service!

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(Division of Federal-Mogul Corporation)

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PROOF... you can cut

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*produce
time savings
like these!*

OPERATION	HAND TIME	IMPACTOOL TIME	TIME SAVED
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Company

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ALCOA

The sign of a good piston job . . . ALCOA LO-EX!
You'll gain new customer confidence in your repair jobs . . . after they feel the engine power possible with replacement pistons of ALCOA LO-EX*.

ALCOA LO-EX is a low-expansion aluminum alloy designed into pistons that fit close at all running temperatures. Your customers get full compression . . . no hot spots . . . savings in gas and oil. Results that develop confidence in your service. Keep your customers happy, stock replacement pistons trademarked ALCOA LO-EX—cast by Alcoa, finished by precision-minded piston makers.

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Trans-Slot



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RT-16

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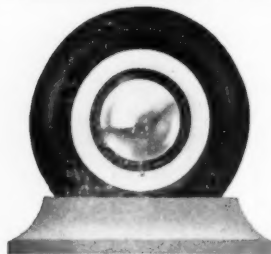
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Get your WHITEWALLS displayed where customers can see them! Talk them up! Show your customers how WHITEWALLS can beautify *their* cars.



LYON WHITEWALLS are easy to sell! Car owners by the thousands are giving new beauty and design to their cars at low cost — the Lyon way. New type WHITEWALLS—an exclusive Lyon product—are simple to install, easy to keep clean, won't scuff or fade, and give the appearance of the *newer* style white sidewall tires for only a few dollars. The extra profits this accessory offers are yours for the asking. Cash in on WHITEWALLS now!

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SLIGHTLY HIGHER
WEST OF THE ROCKIES

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Manufactured under patent number DES 140,205

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SOUTHERN AUTOMOTIVE JOURNAL for NOVEMBER, 1952

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You can depend upon WAGNER QUALITY because Wagner products are used as original equipment by automobile, truck and trailer manufacturers.

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(Branches in principal cities in U. S. and in Canada).



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REFILL with Wagner Lockheed Brake Fluid

REPLACE with Wagner Lockheed Brake Parts

RELINE with Wagner CoMaX Lining



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...the best known
name in brake service



LOCKHEED HYDRAULIC BRAKE PARTS and FLUID • WAGNER CoMaX BRAKE LINING • AIR BRAKES
TACHOGRAPHS • ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL CRANE BRIDGE BRAKES



Ask the
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Who Use
Lincoln...

"Our Attractive *Lincoln* lubricating equipment

helps us put more cars on the rack
and merchandise additional services."

Robert W. Hemminger, Service Manager
Weaver Chevrolet Company
New Philadelphia, Ohio

"When shopping for lubrication equipment for our new shop, we looked for the type of equipment that would be efficient, clean and attractive. We acquired all of these features and more when we purchased our modern Lincoln Lubricating Equipment. Our Lincoln Equipment enables us to put more cars on the rack per day and thereby helps us to merchandise additional service and accessory items."

Robert W. Hemminger, Service Manager
Weaver Chevrolet Company
New Philadelphia, Ohio

MAKE IT A HABIT TO MAKE THESE

THAT BUILD SERVICE AND PROFITS FROM
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BUILD YOUR SERVICE SALES VOLUME
WITH A MODERN *Lincoln*

Call your
Nearest Lincoln Dealer
for nearest Ford service
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- 2 Check the Air Cleaner
- 3 Check the Oil Filter
- 4 Check the Spark Plugs
- 5 Check the Battery and Cables
- 6 Check Radiator Hoses
- 7 Check Radiator Fluid
- 8 Check the Muffler and Tail Pipe
- 9 Check the Headlights, Stoplights,
Indicator Lights, Interior and
Exterior Lights

MAJOR INSPECTIONS

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and Windshield Washer
- 11 Check all four Tires
- 12 Replace lost or damaged grease
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Fittings... the modern fitting
with the ball-in-the-top...
seals dirt out... grease in.

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"It's like hanging out a magnet!"

I've found that Ford owners are really on the look-out for this sign when their Fords need repairs!

Independent garage men who hang the Genuine Ford Parts oval learn one thing fast. *It means business.* It draws in the Fords that need repairs, like a magnet!

The reason is simple. Ford owners know from experience that a service station which takes the trouble to stock the right parts for their cars will take the trouble to give their cars the *right* kind of service.

And, now more than ever, they will know that this Genuine Ford Parts oval means fine parts. For, powerful advertisements in *LIFE* and other publications tell them why Genuine Ford Parts are best for Fords!

HERE'S HOW TO GET IT . . . Mail in this coupon *now* and we'll send you full information on how to get this business building sign. The sign won't cost you a cent.

MAIL THIS COUPON NOW!

PARTS AND SERVICE SALES DEPARTMENT
Ford Division, Ford Motor Company, Box 658, Dearborn, Mich.

Please send me complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

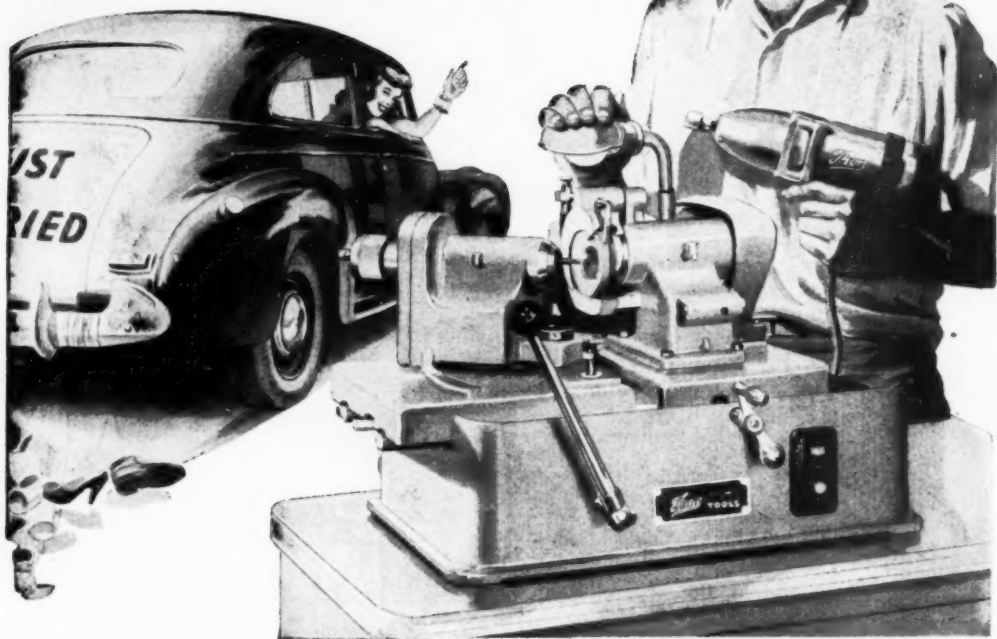
FIRM NAME _____

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Good thing the shop is equipped with Thor tools!



"Emergency Service" is STANDARD SERVICE in your shop when you're equipped with Thor Power Tools . . . the amazing new Thor Impact Wrenches for tear-down and reassembly in minutes instead of hours . . . the precision-built Thor VALVE REFACER and SEAT GRINDER that make any mechanic a valve expert over night . . . powerful drills, sanders, polishers. These are the REAL money-makers in the service industry today. Ask your jobber for a Thor Catalog. Or write "Thor Tools," Aurora, Ill.

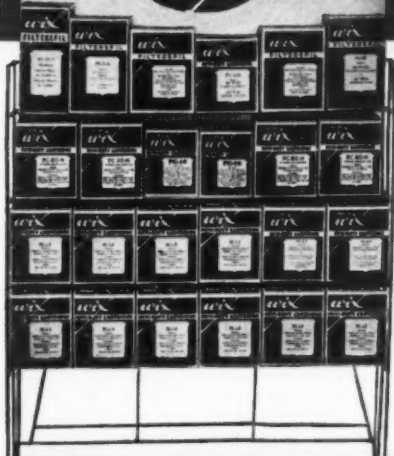
**VALVE REFACERS • VALVE SEAT GRINDERS • SANDERS
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FACTORY SERVICE BRANCHES IN 20 PRINCIPAL CITIES



Thousands of Dealers Say— the SS-24 Stands for...

CHECK YOUR FILTER WHEN YOU CHECK YOUR OIL



SS-24

Comes complete in shipping carton with stock of 24 WIX HEVI-DUTY Cartridges. The Display Stand is yours ABSOLUTELY FREE of extra cost. Here's the stock:

No.	Cartridge	Services or Replaces
10	PC-1-F	Fram C-4, C-4P2
1	PC-1-A	AC L-11
2	PC-4-F	'52—6 cyl. Ford; '52 Lincoln
2	PC-10	Fram C-3, C-3P2
4	PC-80-N	Puro, Atlas, Mopar P-70, PN-15
2	PC-100	AC C-115, Puro, P-51
1	PC-62-N	Chrysler Full Flow
1	PC-127	Buick Full Flow
1	PC-122	Olds. Full Flow

PLUS

Attractive 24 Cartridge Display Rack — List Price Sheet — Dealer Cost Sheet — Dayglo Window Sign — Combination Inventory and Identification Chart.

YOUR COST ONLY \$22.93

SPEEDIER SELLING! of Oil Filter Cartridges

Stand it on Your Island, at the Grease Rack or in Your Store and Watch Sales and Profits Soar!

This SS-24 Display Rack unit stands for everything that speeds up sales. It springs right over the one barrier to Oil Filter Cartridge sales—the forgetfulness of the car owner. It puts in your hands a tireless, silent salesman that never stops selling, plus a low cost stock of high profit Cartridges to service every popular filter-equipped car on the road. And, it comes to you complete in ONE unit—a handsome, lightweight, easily portable Rack (NO CHARGE) with Filter Identification Chart, Dayglo Sign and 24 WIX HEVI-DUTY Cartridges—all in place in one package. Just slide Rack out of carton and you're all set to do business—QUICK!

Feature SS-24... it's a springboard to Filter Cartridge profits for thousands of Dealers right now—GET IN THE SWIM!



wix

OIL FILTERS CARTRIDGES

WIX ACCESSORIES CORPORATION • GASTONIA, N. C.

IN CANADA: WIX ACCESSORIES CORP., LTD., TORONTO, ONTARIO

A SAGINAW RECIRCULATING-BALL BUMPER JACK

is its own best salesman!

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Nothing to get out of order
—no fluid to leak.

COMPLETELY SAFE

Recirculating balls roll
weight up—cannot slip.

SO EASY TO USE

Even a child can
operate this jack.

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A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS



A LONG-PROVED PRINCIPLE

The Saginaw Recirculating-Ball principle has been proved through the years in over a quarter of a million bumper jacks—and in over a million automotive steering gears.

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SHAFTS • TRANSMISSION CONTROLS • TURN
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SOUTHERN SAJ AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 32

NOVEMBER, 1952

No. 11

Contents

Southern Safety Survey	60
Texas Inspections: 52% Needed Service!	62
A Building Designed for Safety Repairs	64
Selling BRAKE Service	66
Selling MUFFLERS and TAILPIPER	68
Selling STEERING Safety	70
Selling VISION Service	72
Selling ELECTRICAL Service	74
Better Check ENGINE Performance	76
Lincoln Offers 205hp Engine	77
After Four Years: Safety Repairs Keep Growing!	78
They Keep 'Em SAFE in Memphis	80
Packard Shows "Clipper" Line	81
W. F. Hufstader: Safety Means Our Survival	82
The 1953 Plymouth	83
'53 Chrysler Imperial Ignition Is 12-Volt	84
The 1953 DeSoto	85
Tune-Up Tips on GMC Diesel	96
Keeping Heat in the Cooling System	98
Short Cuts in Body Straightening	100

DEPARTMENTS

News Spotlight	55	Specifications	104, 106
New Products	86	Along Federal Row	108
News Briefs	88	Shop Talk	122
Southern Jobbers	92	Nutbaster Letter	130
Time Savers	182		

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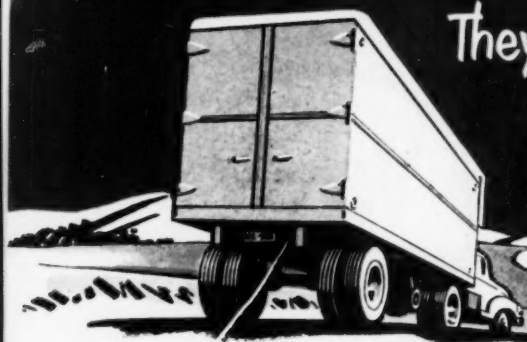


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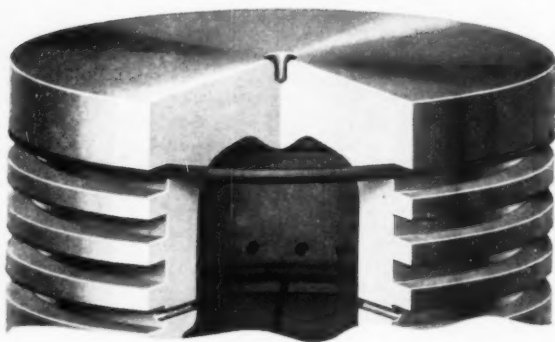
They talk about 200,000 mile
piston life with ...



200,000
MILES

GI-60 Groove Insert

That's right! Fleet owners report amazing results from pistons equipped with GI-60 Groove Insert, the only dependable, economical answer to top-ring groove wear. It works equally well in new or resized pistons. One operator says average piston life in his fleet has risen from 50,000 miles to better than 200,000 miles since making a standard practice of installing GI-60. Both the inserts and the tools for installation are exclusive products of Sealed Power.



Old pistons quickly restored to active duty by



Sealed Power
SUPER-SIZER

The World's Best Piston Resizing Method!

- 1 Finished size accurately controlled by split-second timing.
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- 3 Does not disrupt thrustface surfaces of pistons.
- 4 Retains original cam-ground shape of piston.
- 5 Eliminates piston slap and increases ring life.
- 6 Original close fit of piston is restored.
- 7 Black dry film lubricant provides positive initial lubrication.



Sealed Power Corporation

MUSKEGON, MICHIGAN



SPOTLIGHTING *the* NEWS

For you, too? Does "safety sell service" in your shop? Have you been studying the growing registration figures (nearly 53,000,000 motor vehicles in this country today) and the equally mounting traffic accidents and fatalities? There's a mint of money in safety repairs for the operator who truly promotes them. Page after page in this issue will convince you. If you're not convinced, you're welcome to contact directly the authorities for the statistics in these articles which show the profit potential.

Switching his service manager to the car sales force and a car salesman to the service desk temporarily at Bagby Hall Motors at Jackson, Miss., has paid off. Bagby Hall, president of this Lincoln-Mercury dealership, said last month his service absorption this year has been running 20 per cent above last year, due chiefly to what happened after this shift was eliminated and the two men had returned to their old jobs. ("Service absorption" is the percentage of operating—or fixed and semi-fixed — expense covered by gross profit from all service and parts operations.) The service manager now writes no repair orders, but spends his time instead listening to customers' complaints (and any bouquets) and roaming through the shop.

Roaming has been a profitable thing in this shop—as done by the service manager. Improvements have been made based on observations by the manager which weren't obvious when he had his nose in a repair-order book, said Hall. More details appear on page 226. Incidentally, the salesman is more sympathetic toward the service manager today. Many repair shops are too small to employ a separate service salesman, but the lessons learned by freeing the service manager from a lot of routine might be adapted, modified, in almost any size operation.

Salesmen of cars are either "deer hunters or bird hunters," according to L. B. Lary, business manager of the 36-dealership Hull-Dobbs Co., with headquarters at Memphis, Tenn. "You know how a deer hunter takes his stand and waits for a deer to come along to be shot at," he observed in a speech at the Mississippi Automobile Dealers Association

convention. "The bird hunter, on the other hand, goes out and scares up his quarry. The deals which the deer-hunter salesmen make don't give any profit because they've been shot at by all the other dealers. The bird-hunter salesmen go out and scare up their own deals, and that's where money can be made."

Controls end soon? Will controls on this industry be ending early next year, thereby turning the valve which must surely be turned eventually to engulf dealers in a riptide of new cars? Charles J. Farrington, the 62-year-old live-wire assistant to the president of the National Automobile Dealers Association, told this same convention: "We (NADA) are determined to take you out from under all controls. We don't think they are good for the retail automobile dealer." He has worked on Capitol Hill since 1914.

Labor unions are continuing to nip at more and more dealerships, and there's no reason to believe the trend will be lessened. With prospects that dealers will be flooded with cars to sell next year, there's good reason for firms with poor employer-employee relations to consider this advice from Managing Director John O. Hofbauer of the Louisiana Automobile Dealers Association: "Practice some good human relations inside your organization. Have some place to handle employee complaints." He, himself, was a Cadillac and a Ford dealer in New York for a total of 22 years before he retired to a cattle and tung-oil plantation in southern Mississippi, which he relinquished to devote time to his present work. Unions have been busy lately at New Orleans, aiming at the Chevrolet dealers—the usual tactics of going after the big first and, if successful, later the smalls.

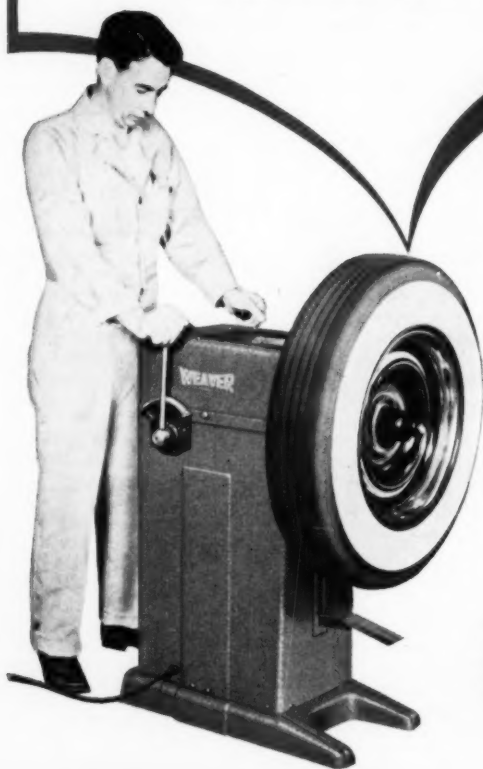
Texas wholesalers resolved at their convention last month to battle major oil companies of Texas who, the resolution charged, have evolved a "systematic scheme for excluding automotive wholesalers from the primary market" of 12,000 service stations within the state. The resolution called on the attorney general for "forthwith prosecution of any violations of the anti-trust laws of Texas or the nation." The association is 210 members strong.

safety sells service

Proven Profit Maker!

WEAVER *dynamic* WHEEL COUNTERBALANCER

- Reveals degree of dynamic unbalance while wheel spins
- Shows where to put balance weights
- Determines how much weight to apply



Cash in on the tremendous, ever-present need for wheel balancing service. It takes no big investment nor any special skill when you use a Weaver Dynamic Counterbalancer. This machine not only reveals the degree of dynamic unbalance, but shows exactly where to put the balance weights, both as to location on rim and proper side of wheel, and automatically determines the exact amount of weight required. The whole operation takes but a few minutes and represents the fastest, easiest, and most accurate wheel balancing method yet devised. There's no guesswork...no time-wasting "cut and try" methods. For further details on the Model WJ-41, illustrated, ask your Weaver jobber or write us for Bulletin SAJ-958.

WEAVER *dynamic* WHEEL TESTER SELLS wheel balancing service



This Model WJ-69 Dynamic Wheel Tester provides the equivalent of a road test to show shimmy caused by unbalanced wheels. Once customers see the results of the test and realize how unbalance may pit, cup, and gouge tire tread, they are sure to have all wheels tested and balanced. For further details, write for Bulletin SAJ-958.

WEAVER

WEAVER MANUFACTURING CO., SPRINGFIELD, ILL., U.S.A.

SERVICE SHOP EQUIPMENT

Twin Post Lifts... Unit Lifts... Wheel Alignment Equipment... Headlight Testers... Brake Testers... Wheel Balancing Equipment... Jacks... Dollies... and Air Compressors

A Notable Series of Articles

Starting in the Next Issue

THIS NATION faces its most critical period in the years immediately ahead. To quote the American Economic Foundation: "The freedom of the American citizen has never been in graver danger than it is today; we are threatened by the Big Enemy from without and by Big Government from within."

These threats to our freedom will remain, regardless of what political party is in control in Washington. (This is written prior to the election.) For there will be the continuing necessity for heavy military spending and burdensome taxes, along with pressure for new or renewed government controls over prices, wages, rents, materials, interest rates. And when the defense program tapers off, there will be insistent demands that government "take up the slack" with public works expenditures and other new spending programs.

The illusion that prosperity may be maintained by government controls and deficit spending will continue to threaten our personal freedoms.

The pressure to expand government payrolls may be intensified. And since, already, one dollar out of every six paid out in wages and salaries in the United States goes to a government worker, what chance have we to avoid the disastrous experience of England, Australia and New Zealand in traveling on down the road to a completely socialist state?

We have one chance. That is through a better general understanding of the basic principles of economics—such things, for instance, as the fact that a higher standard of living can result only from increased production, not from increased money supply.

So it becomes our responsibility—yours and ours alike—to help spread a better understanding of fundamental economic facts among our associates, our employees, and among all those with whom we come in contact. That's why we're starting, in our December issue, what we feel will be the most important series of articles ever published in any business or industrial magazine. It will be a series of articles on the economic "facts of life" by Americans of such prominence that each one will be recognized as perhaps the outstanding national authority on the subject he will discuss.

These articles are being written especially for the W. R. C. Smith publications. They will start with our December issue and will continue through all or the greater part of the coming year. Some of the authors:

Harry F. Byrd, United States Senator

Laurence F. Lee, President, Chamber of Commerce of the United States

C. H. Greenewalt, President, E. I. du Pont de Nemours & Company

A. L. M. Wiggins, Chairman of the Atlantic Coast Line Railroad

John W. Hanes, Chairman of the Tax Foundation

George A. Smathers, United States Senator

Frank Wilkes, President, Southwestern Gas & Electric Company

E. V. Rickenbacker, President, Eastern Air Lines

Others of equal prominence will be added as the schedule for this notable series is completed.

To facilitate distribution of these vitally important messages, reprints of each article will be made available at cost.

AUTHORS OF THE FIRST THREE ARTICLES IN THIS SERIES



LAURENCE F. LEE



SENATOR HARRY F. BYRD



JOHN W. HANES

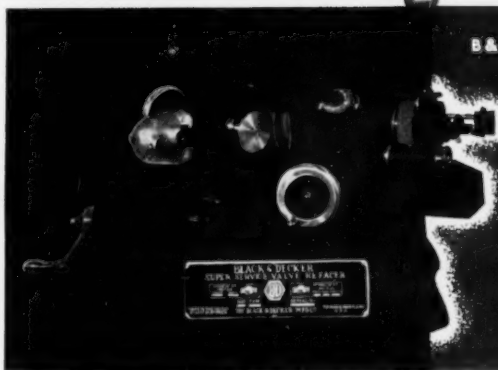
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is fast, accurate, foolproof. Concentric grinding insures correct alignment, mirror finish. Vibrating action reduces stone wear, prevents stone loading. Powerful, yet light in weight. Available in complete kits offering assortments of equipment for all the most popular cars or for special groups of cars, trucks and tractors.



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is equipped for complete job, no extras to buy! Requires no complicated adjustment. Permits traverse grinding of any angle valve face from 0° to 90°. Handles all popular stem sizes, head diameters. Quick-clamp collet for faster operation. Wet grinding at both wheels.



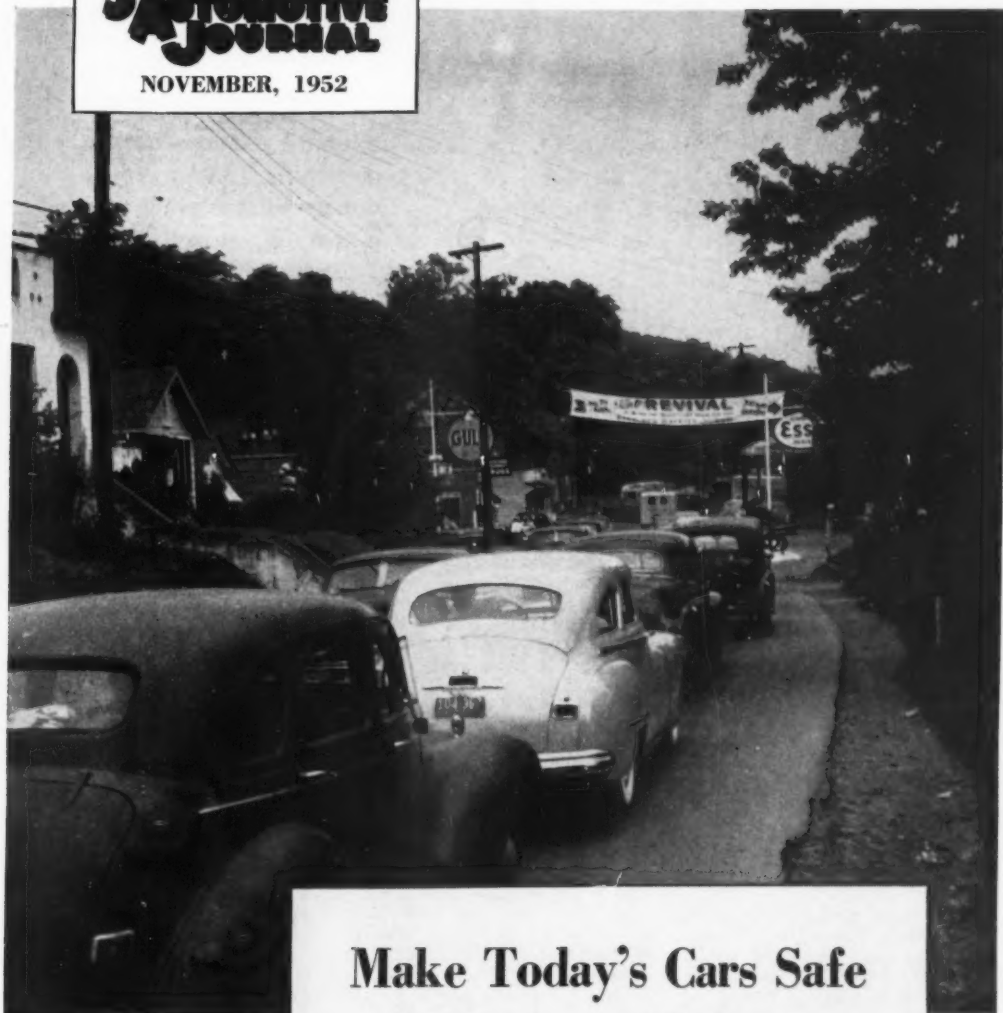
When it comes to turning out perfectly matched, gas-tight valve assemblies, nothing else can hold a candle to Black & Decker Valve Reconditioning equipment! And these correctly engineered, precision-built Tools get the job done faster, get it right the *first* time, to help you make more profits!

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Valve Seat Grinders and Kits. Let him show you why it pays to "Switch to Black & Decker POWER" . . . for speed, precision and profits! *Write today for free catalog of over 100 profit-making Electric Tools to:* THE BLACK & DECKER MFG. CO., 629 Pennsylvania Ave., Towson 4, Maryland.

*Trade Mark Reg. U. S. Pat. Off.





A glimpse of U. S. Route
35 at Charleston, W. Va.

Make Today's Cars Safe *for Today's Highways*

It is going to take years to modernize our roads to minimize traffic hazards. But there is something we can do about it—intelligent selling of Safety to the owners of vehicles. In the succeeding pages the manner in which Safety-Selling plans have been carried out is given in detail. Can your shop do as well?

MAKE TODAY'S CARS SAFE FOR TODAY'S HIGHWAYS

Southern SAFETY Survey

What have you done for safety? State traffic authorities here point up what is being worked out and suggest some steps for this industry to assist them.

By M. M. Wilcox
Assistant Editor

BEFORE every holiday you hear the announcements over the radio and see them in the newspapers: "Drive safely. Traffic deaths this weekend are expected to reach —" and the figure is always in the hundreds.

Or the neighbor next door says to you, "Say, did you hear about John Jones' wreck?"

Highway safety is a national problem and a local problem. Most people are aware that something needs to be done about it, but its scope is so large that they really don't know where to start, even if they are already in a working mood.

With that thought in mind, SOUTHERN AUTOMOTIVE JOURNAL asked the departments of public safety in 19 Southern and Southwestern states and the District of Columbia to answer this question, as it applied to their state:

"What can car dealers and garage owners do to help bolster your safety program?"

Three answers were driven home again and again, in addition to a number of other suggestions:

1. Give a safety check to all cars coming into your shop. Tell the owner of any dangerous condition.

2. Support driver training in the high schools, and for adults, too.

3. Try to make your customers and your shop personnel "safety conscious."

These are simple, positive things any shop operator can begin to do at once, if he isn't already doing them. And the men who work with public safety as a full-time job say they are the most important.

The support of the automotive trade is also needed for long-range safety objectives. These objectives cover a lot of ground and may seem too complex for individuals to do much about them. But a closer look will show that there are many jobs into which a single person or a small group can sink their teeth and accomplish something. Because of their knowledge and their direct financial interest in motor vehicles, dealers and garage owners are the logical ones to take the lead.

The long-range objectives may be viewed from three angles: the driver, the vehicle and the highway system.

What is the most serious fact faced in your effort to cut down the toll of accidents? When SAJ asked the public-safety officials that question, the overwhelming response was "the attitude of the driver and the indifference of the public, most of whom think an accident can't happen to them."

A speed check in Texas showed that the average rate of travel for passenger cars on the highway

had increased from 51 miles an hour in 1948 to 54 miles an hour in 1952. The U. S. Bureau of Public Roads said average speed was at an all-time high, according to accurate road checks in 23 states.

With a 26 per cent increase in accidents in the first half of 1952, as compared with the first half of 1951, Alabama found that the percentage of drivers in their 'teens involved in accidents was 11 per cent. 'Teen-age drivers were involved in one out of ten fatal accidents.

An analysis of accidents in Kentucky showed that inattention to warning signs and road conditions, plus too great a speed, was the cause of most accidents.

The attitude of drivers can't be changed overnight. Stricter enforcement of laws helps, but it doesn't solve the problem.

Do you and your personnel set an example of safe driving and do you take advantage of opportunities to mention safety to customers? If an occasional driver takes the attitude that all this safety business doesn't affect him, suggest that he take a look at what is happening to automobile insurance rates.

Adequate training of new drivers through high-school programs is a sure way to have better drivers in the future, if a large enough percentage of 'teen-agers can be included in such programs. Statistics

show that drivers who have had such training have a much lower accident rate. In one case, at least, the usual "under 24" insurance premium is not required if a young driver can show that he successfully completed such a course at his high school.

While a majority of accidents are caused by the human element, mechanical safety of vehicles is an important factor and one which can be controlled more readily than faulty judgment on the part of the driver.

Compulsory inspection of vehicles is probably the best way to get unsafe cars, trucks and buses off the road. Details of the recently-enacted Texas law appear in an article on page 62. Virginia requires that all vehicles be inspected twice a year and has reduced the number of accidents caused by mechanical failure to well below the national average.

In states where there is no inspection law, cities may require periodic check-ups. Details of the outstanding program at Memphis, Tenn., appear on page 80.

Whether or not inspection is compulsory, any shop can perform safety check-ups on the cars driving in for service. Such inspections may be done informally as a regular service procedure, or the firm may wish to set up a special safety lane, like the one which is discussed on page 78.

Inspect Your Own!

Dealers and garage owners can support well-planned inspection programs at the state or local level. They can see that all their customers drive safe vehicles.

Crowded streets and highways, often in need of repair, are hazards in driving. Building and maintaining roads that will accommodate present and future vehicle population is a staggering task, but it's time to get to work on the problem in earnest.

From 1941 to 1951, the number of privately-owned motor vehicles in the United States climbed from 34,500,000 to 51,300,000, gasoline consumption increased 58 per cent and annual vehicle miles of travel rose from 333,000,000,000 miles to 482,000,000,000 miles.

How long has it been since you were delayed by getting behind a pokey car on a winding, two-lane highway? Did traffic cause you to miss the kick-off of a football game this season? How long has it been



It just happens that this is a picture of Bay Street and the railroad overpass on U. S. Route 17 at Savannah, Ga. You probably see every day a traffic condition as bad in your community. Are you helping drivers to keep their cars in a safe condition to combat traffic hazards while steps are slowly taken to improve the roads? Check their cars and save their lives!

since you took a chance in passing a car?

The problem is local, as well as national. Are dangerous intersections in your town or city marked? Could a couple of one-way streets or simple lane markings ease a bottleneck? Are local authorities repairing street damage promptly? Support local authorities in planning realistically for traffic needs and in spending available funds wisely.

Dealers and garage owners, individually and through associations, can support state programs for better roads. A number of states have laws to prevent diversion of funds obtained from motor-vehicle and highway-user taxes to other purposes. Some states are turning to toll roads to ease the present burden on main highways.

Inflation has had its effect on the highway program as well as the family grocery bill. While current funds for highway maintenance and improvement sound large, if they were expressed in terms of 1941 dollars, they would be below the prewar rate of highway expenditures.

According to the Bureau of Public Roads, U. S. Department of Commerce, the highway dollar is

spent as follows: new construction, 56 cents; maintenance, 34 cents; administration, five cents; interest, three cents, and highway patrol, two cents.

The most recent campaign for better roads is the PAR—Project, Adequate Roads—movement. It has the support of most of the existing highway-betterment groups at local, state and national levels. It emphasizes a realistic, over-all approach to present and future highway problems.

Dealers and garage owners should take an active part in some organization that is working for better highways. Group action can accomplish some things an individual can't do by himself.

To give an idea of what Southern and Southwestern states are doing to promote safety, and show how you can help, comments from officials follow:

Alabama

N. W. Kimbrough, chief, Service Division, Department of Public Safety—"To help hold down accidents, the Bureau of Maintenance, Alabama Highway Department, for

(Continued on page 168)

MAKE TODAY'S CARS SAFE FOR TODAY'S HIGHWAYS

52%
Needed
Service!

Correcting mechanical defects might save 200 lives annually in Texas, says this official, who also describes the rough ride in beginning inspections.

By G. C. MORRIS

Executive Director
Highway Safety Council of Texas

TEXAS made its first thorough check of the automobiles being operated on the state's highways this year and found that more than one-half of the vehicles required service attention.

Official statistics on the automobile defects uncovered by the first annual inspection of the 3,500,000 motor vehicles registered in Texas are not available. But a survey made by the Highway Safety Council through the 2,500 privately-owned inspection stations disclosed that about 52 per cent of the automobiles inspected required adjustments before passing the test.

Faulty headlights and brakes were the two primary causes for rejection. Many inspection station operators estimated that on 90 per cent of the automobiles rejected, including late-model automobiles, headlights were in need of adjustment, although the lighting systems were not the sole causes of failure of these automobiles to pass.

Steering gear, windshields, exhausts and other inspection requirements have been only minor factors in the results of the tests.

Actually, it is difficult to evaluate what the first year's operation of the inspection law indicates about the mechanical condition of Texas automobiles because, in reality, there were two sets of standards in operation.

Strict inspection was originally instituted by the Texas Department of Public Safety in January. Public

reaction followed the normal pattern common to most states which have instituted inspection laws—the automobile owners complained loudly that the new standards were too rigid.

Coupled with this matter of public opinion was another, more important administrative problem. Garage owners were slow to install necessary inspection equipment and, on January 1, only a handful of inspection stations were in operation, and the deadline for inspection was April 1. This led to virtual frenzy among automobile owners, produced waiting lines of cars eight blocks long, brought out cries for relief, and prodded many anxious legislators—all of whom were up for re-election this year—to disavow the law.

Mr. Morris



This muddled situation was finally eased 30 days later by a five-months' extension in the inspection deadline and a drastic easing of inspection rules. Motorists were assured that, "If a car will roll, it should pass the inspection." This was virtually true.

Minimum candlepower of headlights was reduced from 5,000 to 3,500. Stop lights were required only for 1948 and later models. The condition of brake linings was eliminated as a factor in the test, and an automobile that could stop within 40 feet at 20 miles an hour passed. Steering wheels were allowed four inches of play. Minor cracks or discoloration in windshields were eliminated as causes for disqualifications, and a car with no windshield could still pass. Only serious leaks in the exhaust system were inspected, and the rear-view mirror requirement was eliminated.

This new set of rules is considered an absolute minimum by Texas safety officials. Inspection station operators are not convinced that the new rules are at all adequate for genuine safety standards.

On the Highway Safety Council survey, 70 per cent of the inspection stations termed present rules "about right." However, 29 per cent thought the new rules were "too lax," and one per cent objected that the requirements were too stringent.

Even among those who consider the present law "about right,"

there is strong sentiment for some tightening of the inspection. Eighty per cent of the inspection station operators think lights on automobiles—front and rear—should be more carefully inspected and that stop lights should be required on all vehicles. About 72 per cent favor stricter brake inspections. Many garage owners, as a service to customers, take off the wheel to inspect the linings, pointing out that a vehicle may pass the road test satisfactorily, whereas worn linings would fail under actual driving conditions.

Seventy-five per cent of the inspection station operators think tires should be included in the inspection routine, emphasizing that a car may pass the present test 100 per cent and still be dangerous because of worn treads.

Under the law as now written, standards for the safety check are written by the Department of Public Safety and tightening of the law can be accomplished by administrative action. However, the unhappy situation of early January's inspection bottlenecks has produced some legislative demands for inspection standards to be written by the legislature as statutory measures.

The Department of Public Safety has strongly supported the inspection law, recognizing that piece-

The Awful Toll

The National Safety Council announced these figures last month on motor-vehicle deaths the first eight months of this calendar year:

	1952	1951	1950	Change %
Alabama	480	468	463	+3
Arkansas	276	270	267	+3
Delaware	56	49	47	+1
Florida	611	582	560	+1
Georgia	599	546	530	+3
Kansas	353	367	360	+1
Kentucky	500	492	480	+2
Louisiana	417	345	351	+2
Maine	330	352	298	+1
Mississippi	260	292	302	-14
Missouri	633	620	504	+26
New Mexico	235	232	213	+10
North Carolina	689	643	570	+20
Oklahoma	546	442	466	+13
South Carolina	546	442	395	+38
Tennessee	481	494	466	+3
Texas	1,542	1,484	1,446	+7
Virginia	589	624	571	+3
West Virginia	251	219	224	+12

Gradually the highways designed to handle modern traffic conditions are being built. This photo is view of a portion of the Houston, Texas, urban expressway. Since drivers taking chances to pass pokey vehicles on congested roads cause accidents, modern and adequate roads are a true safety factor.



meal regulation of mechanical safety—through individual headlight, brake and similar laws—is unworkable without uniform inspection. Texas' highway accident toll has been rising steadily in recent years, and safety officials believe that correction of mechanical defects might reduce the death toll by more than 200 lives annually as has been done in other states.

Repeal of the inspection law was a major political issue in state elections last summer, particularly legislative races. Outright repeal is unlikely, although not impossible, but some modifications in the law are certain when the Texas legislature meets in January.

Opponents of the inspection law have charged that it is intended to put old-model, farm-family cars and trucks off the highways. This has had wide acceptance in rural areas. However, the Highway Safety Council survey shows that less than one-half of one per cent of owners have refused to have

(Continued on page 180)

MAKE TODAY'S CARS SAFE FOR TODAY'S HIGHWAYS

Designed for Safety Repairs

Modern equipment, an efficient layout and a clean appearance are essential for a shop that wants to handle safety service. Here is an example from Texas.

By Baron Creager
Southwestern Editor

STERLING Woolfolk began selling service in the safety category from the moment he opened his doors for business as an independent repairman in Dallas, Texas, last June.

Now at least 60 per cent of his volume involves shop operations that restore safety in one or more functions of a car or truck—brakes, mufflers, tailpipes, windshield wipers, hydraulic brake systems and, especially, wheel cylinders.

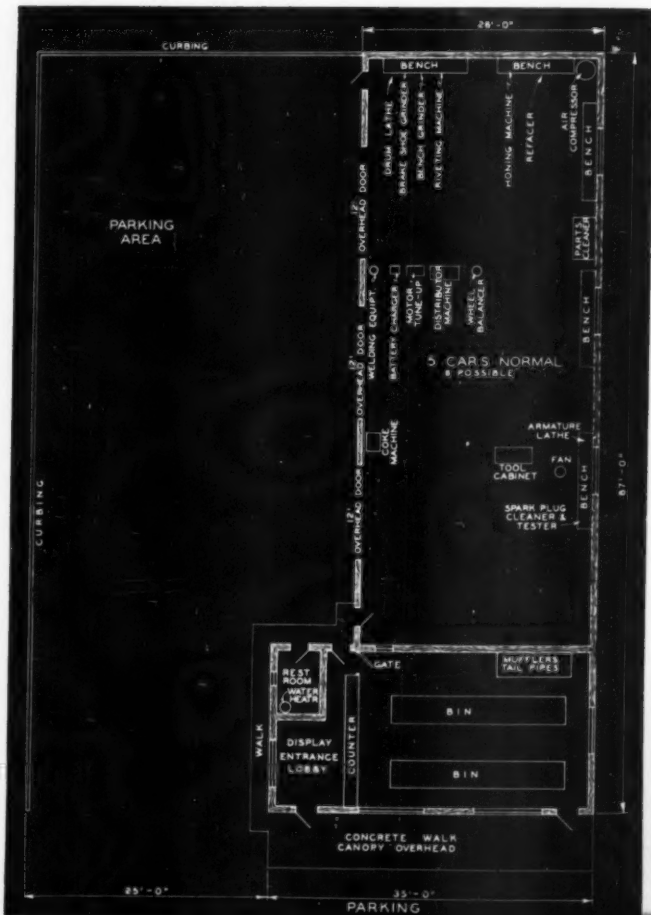
Woolfolk chose to concentrate on selling the safety type of service for two reasons.

First, all brake drums and wheel cylinders, tailpipes and mufflers are assumed to be guilty of defects until proved sound by examination. He abhors the neglect of car and truck owners and resultant unsafe vehicles. Examining a set of wheel cylinders, he ejaculated: "Look at that! And then people wonder why there are so many accidents!"

Second, shop operations that restore safe functions in the classifications mentioned involve less time. In a small shop, with limited manpower, many repair orders in these classifications can be handled. Therefore, service operations that restore safety also produce quick income.

"We stress safety all the time," said Woolfolk, "but as yet I don't have a headlight machine nor can I install glass.

"Brake systems seem to be the





In addition to equipment for brake repairs and other "safety services," Woolfolk (above) has equipment to put cars in good operating condition.

most neglected and, consequently, the most dangerous, in the cars and trucks we work on. If the cars that go through this shop represent accurately the condition of a cross section of the cars in this country, then 99 per cent of all wheel cylinders are leaking and should be repaired or replaced. By the same conclusion, 60 per cent of all brake drums are out of round.

"When we get a brake-relining job we don't let that job go out unless we overhaul the wheel cylinders. We try to sell the owner on turning the drums, too. A relining job is not much good to the owner without those two jobs in addition. And with faulty cylinders or out-of-round drums, we have a comeback on our hands sooner or later. I say it's bad business to reline

brakes without overhauling cylinders and turning drums if they need it. Turn a customer loose with a reline job and uncorrected other faults in the brake system and he'll have trouble and come back, insisting he got a raw deal."

Relining jobs are not always necessary in faulty brakes, Woolfolk finds. Often there is a reasonable amount of service left in the lining, but leaking wheel cylinders render the system dangerous.

Woolfolk, who named his young enterprise the Auto Mart, gets a surprising amount of brake business from an automatic stop light directly in front of his establishment. The stop light serves principally to slow down traffic on a main highway entering Dallas before that traffic gets to the slower-zoned sub-



Having the proper tools—in the right place—boosts job output.

urban shopping districts.

Woolfolk says it is a common occurrence for a driver to apply his or her brakes for the stop light, find that one wheel locks and then promptly turn into the Auto Mart for service.

Vehicles accepted for service here are road-tested both before and after work is performed. Driven by one not attuned nor accustomed to noises or peculiarities of operation, a vehicle will quickly

(Continued on page 175)

Devoid of frills, the Auto Mart building emphasizes utility and accessibility.



MAKE TODAY'S CARS SAFE FOR TODAY'S HIGHWAYS

Selling **BRAKE** Service

Faulty brakes have topped the lists of defects found in many inspections, although drivers are more aware of brake needs than of other safety devices.

By WILLIAM F. CARL

Assistant General Manager, Call Carl, Inc., Washington, D. C.

WE HAVE had a 38 per cent gain in brake volume for the first eight months of this year over last. This has meant a rise from our average monthly \$4,000 brake volume to a current \$5,500 volume monthly.

Nor have we hit peak figures. We believe that our brake volume will continue to climb as some people hold on to their old cars in the face of rising prices.

However, this increased brake volume did not walk into our shops without effort and planning.

Aware of increased public education in safety and the car owner's keener consciousness of safety, we doubled our efforts to make cars safe and to reassure our customers that they would not only drive safe cars out of our shops but have lower bills through our close attention and foresighted detection of minor spots likely to give future trouble.

In other words, we initiated a number of practices around a program of preventive maintenance. These steps have kept our eight branches at capacity brake production.

Top place for bringing results was our 3-Star Special, a book of coupons covering a year's time and offering one lubrication monthly, three brake adjustments and one front-end check-up for \$7.50—service that would normally come to \$21.50.

We believe our 3-Star Special has

done as much for us in increasing brake volume as any other single factor. It guaranteed three customer visits on brake check-ups with us rather than elsewhere, and helped us catch brake trouble prematurely.

We observe that people are eager to have their cars checked for safety. Their appreciation of our safety recommendations is demonstrated by the response we have had. I would estimate that fully 90

per cent of all relining jobs come straight from our brake-adjustment service or routine inspections.

It has become routine procedure for us to pull a wheel on every car with over 10,000 miles on it, no matter what the repair job.

When a repair has been completed and the car is road-tested, we always go ahead and adjust brakes and replace burned-out light bulbs. In these minor adjustments we do not call the customer. But when he

All the way to the floorboard! Frequently the mechanic can show a customer the need for brake service merely by depressing the brake pedal and then explaining the danger of brakes in such a condition.





Modern equipment, like this brake-drum lathe, can be used for "demonstration" selling to customers as well as its primary use of doing a volume of quality work.



About 90 per cent of relining jobs at this shop come from regular brake-adjustment service or the routine pulling of a wheel on cars with 10,000 miles or more.

picks up his car, we inform him what work was done and why. The customer who disagrees or protests this adjustment is rare indeed. Where a protest is made, we do not charge for the work.

As a matter of fact, we make it a point to record for our own information, as well as for the customer's benefit, the state of his brakes and future needs. We indicate on these written forms how much mileage a customer has left on his linings, and make other safety suggestions, such as replacing master cylinder, renewing brake hoses, recupping wheel cylinders or replacing them, etc. Estimates on labor and materials are given alongside the recommendations.

We discuss with the customer when he picks up his car the importance of carrying out our recommendations. If a master cylinder is leaking, we tell him that unless it is replaced, his whole brake system will fail, causing either an accident or serious damage to his car. He may counter with some re-

(Continued on page 132)



A defective wheel cylinder (top right) shows a stream of leaking fluid that can be pointed out to the customer with no difficulty. Clear explanations sell the repairs.

Careful, conscientious attention is needed on brake jobs. Brake Mechanic Wesley S. Rogers (right) drives a car onto the ramp and studies the brake-machine readings.



MAKE TODAY'S CARS SAFE FOR TODAY'S HIGHWAYS

Selling MUFFLERS, TAILPIPES

You can't smell carbon monoxide, but you can hear some defective exhaust systems. Here is how you can save lives and turn a pretty profit with a very little effort.

By RAY LACKMAN

Ray Lackman Service Station
Augusta, Ga.

PUSHING the sale of replacement mufflers and tailpipes day after day has resulted in our installing from three to five a week.

For a service station which turns to this replacement because it's a big-profit item, that isn't exactly hay. Consider:

The day before this was written, a muffler and tailpipe were installed on a '48 Ford. The pipe cost us \$2.25 and the muffler \$4.69—a total of \$6.94. The customer paid \$15.40 for this job which required about 20 minutes for a helper and me to handle. Our gross profit was \$8.46 on a job which we did when we wouldn't have been doing anything else anyway, since we always stop everything else to wait on the gas trade.

It's certain that if a customer lets you replace a faulty muffler or tailpipe, your gross profit will easily exceed 50 per cent. And you may well be saving the customer's life.

How do we go about selling these jobs?

We have found that ladies, particularly mothers, will respond to our sales approach quicker than men. They seem to be more interested in the safety angle.

We sell more mufflers by ear than any other way. If a car comes in making a lot of noise, we know to get busy.

If there is a woman in the car, usually all we have to do is tell about the news story of what happened in the West during a blizzard

some months ago. In that storm two children were riding on the back seat. Hours later the mother

and father, up in the front seat, discovered their children dead from asphyxiation. They had thought

Gasoline and oil customers' attention has frequently been drawn to this display, according to Lackman. Then he takes the ball from that point to make a sale. Even as he spoke, a young man walked up, looked at this sign and asked: "What are these things here? Will they make your car sound louder?" "Listen there," replied Lackman. "He wants his car to be a hot rod, but this display did attract his attention."



the youngsters were sleeping.

Then there was the case of a man I knew whose car made a lot of noise. I was kidding him about it one day and he said he liked the noise. But his wife was in the car and she spoke up: "Just listen to that thing; it sounds like a hot-rod."

I got busy on him and sold him a replacement. We always try to sell—and usually succeed—replacement of both muffler and tailpipe, as we can replace both quicker than just one, and there's more profit in replacing the two. There's also more ultimate safety for the driver.

A man trying to make a living out of pumping gas alone might as well quit and get a job selling papers or something else. It's the big-profit items like mufflers and tailpipes which help you meet the budget.

A lady came in the other day and she sat at my desk for about 20 minutes while we worked. She drove away with new tailpipe and muffler. That was all there was to it.

It's not generally known in the service trade, but the average car on the road today is older than the average car before the last war.

It is known, however, that the prices of cars have shot up—for many good reasons.

Tie these two facts together and



Could this be your customer? With windows up, you only have to add a worn-out muffler or tailpipe to reproduce this posed scene in real life.

what can you get, if you want to? You get an ample answer to why you should be watching for muffler and tailpipe replacement. There are reports that car prices may advance higher after Jan. 1. That will tend to make more owners drive their cars—not trade.

The pipe and muffler must need replacing before we sell the job but

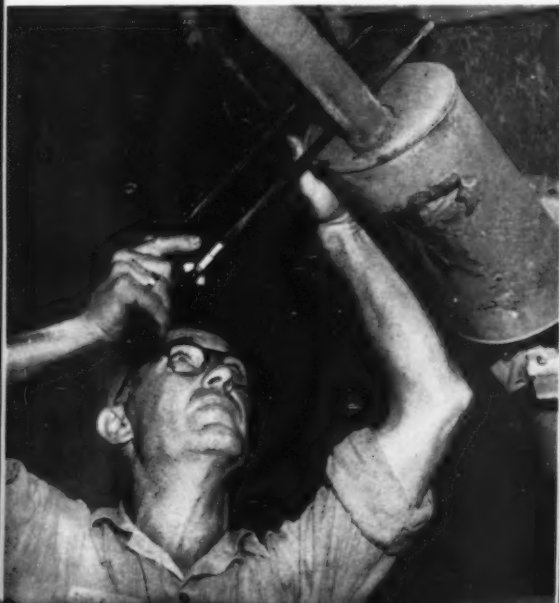
once we are sure of that fact, we bear down.

We want to serve our customers and to make money. Surely here is one instance where these two things blend into one.

One of the best times to promote these sales, of course, is in the winter when more cars are operated with their windows closed.

Ray Lackman replaces muffler and 'pipe in not more than 20 minutes, except some Buick models. Gross profit on these jobs easily runs above 50 per cent.

His helper and Lackman here display the only tools needed for the job. They cost less than \$15, plus the jack appearing between them. It's that simple!



MAKE TODAY'S CARS SAFE FOR TODAY'S HIGHWAYS

Selling STEERING Safety

"It's much cheaper to repair a car than to wreck it." That's the powerful sales point used by this Tennessean to promote all types of steering service.

By Richard Lane

"It's much cheaper to fix it than to wreck it."

That's what J. J. Austin tells his steering customers in Memphis, Tenn. It's a convincing sales argument, too. Not many car owners will doubt the truth of that statement—regardless of what needs fixing.

In the case of faulty steering, the truth is self-evident.

The J. J. Austin Auto Service, Inc., uses the safety theme for all it's worth, and finds it especially effective in selling periodic alignment check-ups. As a result, about 25 per cent of the substantial shop volume is front-end work. Steering jobs average better than two a day.

The company is one of the city's best-known shops for quality automotive repairs and service of all kinds. Steering has always been an important item with Austin. Following up good salesmanship with expert work, Austin has about 50 per cent of his customers educated to the value of periodic check-ups and preventive maintenance.

How does Austin go about selling a job?

Let him tell his methods:

"In diagnosing trouble, it's important that the service man find 'why' the car is behaving the way the customer says it is," Austin says.

"For instance, if the customer complains of bumpy riding at 60 miles an hour, we first try to find what he has done to cause bumpy riding. Questioning him, we learn

that perhaps his wife bumped a curb too hard. It doesn't take much of a bump to knock alignment off. Trouble usually starts on one side without the car owner actually being aware of it.

"That's one of the reasons we advise our customers to let us make an inspection every 7,000 to 10,000 miles—or at any time when they are in doubt.

"When we find the trouble, we point out to the customer that faulty alignment can ruin tires

quicker than he probably suspects. We also stress that we can put the front end in good shape for what one new tire would cost, and we remind him that if he lets alignment go from bad to worse he eventually will have to buy a new tire as well as having alignment work done.

"It takes a good man for steering service work. And steering work is good work if you really go after it. It's fast work, too.

"We used to send some of the work out of our shop, but we don't

J. J. Austin, garage owner of Memphis, Tenn., has found it an easy matter to interest his customers when he talks steering safety.





Mechanic Wallace Long shows the different procedures that go into a front-end safety inspection at this Memphis shop. They are:

1. Worn bushing and pins.
2. Amount of toe-in.
3. Steering-gear adjustment.
4. Caster and camber.
5. Steering geometry.
6. Wheel balance.
7. Dynamic wheel balance.
8. Light spots on tire.

any longer. We simply can't afford to. Through the years we have built our reputation on quality work—expert workmanship and factory parts. This type of service has made many satisfied customers.

"We believe in doing the job right the first time. Remarkably few of our jobs bounce back on us. I'm firmly convinced that if you can't fix it like it should be fixed, you are better off to leave it alone. It isn't easy to satisfy a dissatisfied customer.

(Continued on page 188)



MAKE TODAY'S CARS SAFE FOR TODAY'S HIGHWAYS

Selling VISION Service

Good vision for the driver is, on occasion, more important to safety than an engine to move the car or brakes to stop it. Are you checking these items?

By Baron Creager
Southwestern Editor

THE head of a firm that distributes much of the automobile glass in one trade territory of the South knows all the answers in his own field, supervises a smart and aggressive organization, produces and circulates selling helps to all of his accounts and complains that more glass could be sold if service personnel would make more sales effort.

Yet an examination of this executive's personal car showed the windshield-wiper blades to be in a sorry state indeed, with replacements long overdue.

"I know I need new blades," he grumbled. "I just can't think of it at the right time. Now, when I'm in for service if someone would just remind me . . ."

A discussion resulted in the conclusion that dealerships and independents are either more interested in or too busy with mechanical service—the bigger ticket jobs—to apply preventive maintenance where it will insure unobstructed and uninterrupted vision for the car driver.

Factors of vision—lights, glass, rear-view mirror and windshield wipers—provided for in the modern motor vehicle are, on occasion, more important to safety than propelling or arresting factors. And among these safety factors the windshield wiper, neglected and perhaps forgotten for weeks, even months, may become of utmost importance with change in weather.

WIPERS

By now it is probable that fall rains have exposed the more serious wiper difficulties in failure of the actuating motors, linkage or transmission trouble, leaks in vacuum hose or even a failure of the booster pump.

But it is a safe wager that many thousands of cars are oper-

ating with deficient wiper blades. Throughout most of the South, summer and autumn were dry and excessively hot. Under those conditions, rubber on wiper blades deteriorates, the wiper becomes ineffective. Such blades are cursed in a rain, forgotten in fair weather. If someone would just remind those car owners. . . .

Someone in each of the repair establishments throughout the

Drivers may replace a windshield but ignore cracked windows. Yet sudden pressure on the glass, if a child is playing or if the car swerves, might shatter the glass. The same thing could happen to adults also!





Will you see a warning sign or another vehicle on a night when the rain is coming down? This "test" of the wipers, windshield glass and headlights may confront any driver. Be prepared for it.

An outside rear-view mirror may develop a fuzziness because of condensation within the sealed case. Replacements can be sold. And mention outside mirrors to car owners who don't already have them.

South could remind them, convince them and sell them for profit. Not much on one pair of blades, but not much trouble to install either. A matter of minutes.

Blades for the new and popular curved windshields, for example, install for about \$1.50 each. Two of them, or \$3 worth, contain a margin of \$1.20. Multiply that by the number of cars that drive in, and there is the potential.

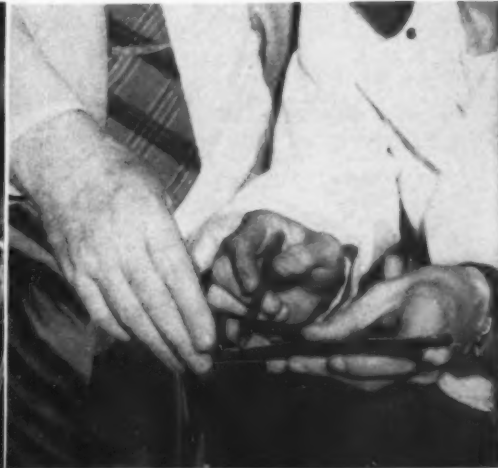
In windshield-wiper assembly service there is a possibility of a repair order of \$15, even more. That would involve replacing the motor and hose and repairing linkage and transmission. Hose is more protected now and doesn't give much trouble. Neither do sealed-in motors, which can be

(Continued on page 184)



Chances are a driver won't notice he has one burned-out taillamp unless he's told. A new bulb won't show up much on the cash register, but it builds good-will.

Just let the customer feel that wiper or look at it closely and he will realize that the next rainy day will bring a streaked windshield. Sell him beforehand!



MAKE TODAY'S CARS SAFE FOR TODAY'S HIGHWAYS

Selling **ELECTRICAL** Service

Are lights, horn, wiring and other units of the electrical system in good shape? Or will they fail on a dark night or at times when they're needed?

By T. Denis Gardner

SINCE Southwestern Battery Supply Co., Tulsa, Okla., has been featuring a sales campaign on "Safety in Cars," the firm has been doing a large volume of electrical and fuel-system work.

Using modern equipment to give an accurate diagnosis of the condition of the car, shop employees show the customer just how checks are made and explain why repairs are needed to assure safe, reliable operation of the car.

Often a customer will come in and ask to have his carburetor adjusted. Since the chances are that the trouble is not in the carburetor at all, Southwestern Battery Supply recommends that the condition of the car be diagnosed—and that the customer be present when this diagnosis is made, if he can spare the time.

Time is taken by the head electrician to explain all meter readings in detail so the customer will understand just what is being done. The car owner is given a chart with detailed information on readings, their interpretation, recommendations for necessary repairs or replacements and the estimated cost of parts and labor.

Once customers have taken time to see a complete diagnosis, few of them fail to have the recommended work done, said Paul King, service manager. Often the trouble is in the generator, distributor or other part of the electrical system. The customer is more willing to have re-

pairs made when he can see for himself that they are needed.

The first thing the firm does when a car is brought in is to check the battery, since it is the "heart" of the electrical system. They use a cell tester that is large and easy to read. With the help of a colored dial that is readily understood, the customer can watch the testing of each cell and see for himself whether his battery needs attention or is in good shape.

Similarly, the dials on the equipment used to test the voltage regulator are easy for the customer to see and can be explained by the mechanic without difficulty.

A complete test of the ignition system on a modern motor analyzer can point up a variety of services and adjustments that are needed. Once this test has shown the mechanic where to look for trouble, defects in the individual units of the

(Continued on page 134)

Worn wiring, poor connection, a weak battery or faulty adjustment of any part of the ignition system are dangers to the driver and the car.

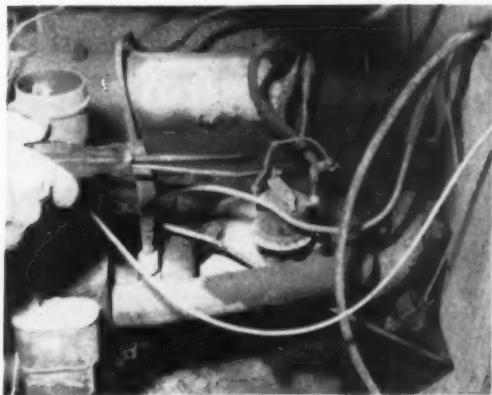




All diagnosis methods and meter readings are explained to the customer. The check starts with the battery.



The mechanic lets customer watch the dials during the voltage-regulator test and explains what readings mean.



You don't have to do a lot of talking when you find a wire like this one. Just point it out to the customer.



Customers can see the difference in burned spark-plug points. The mechanic tells the effect on performance.

Motorists are quick to replace a burned-out headlight. The condition of wiring should be inspected carefully.



Service Manager King likes to calibrate a distributor while the customer is present and can see the readings.



MAKE TODAY'S CARS SAFE FOR TODAY'S HIGHWAYS

Better Check **ENGINE** Performance

Most safety inspections don't cover fuel system and tune-up. But has your car ever stalled at a busy intersection? Good performance means safety too!

By E. M. Lowery
Technical Editor

IN THIS issue other articles deal with the most common items covered by the usual "safety check" campaigns. We are familiar with

such campaigns, having conducted many of them in our shop.

We have also visited many so-called "safety lanes" to have our

personal car tested and approved. However, we have yet to find the first one to test the engine performance.

On how many "safety check" forms have you found engine tune-up or engine-performance check? We take it for granted that since the job was driven in under its own power the "old power plant" must be okay.

Sure, we know that in our maintenance program the engine should be tuned every 10,000 to 12,000 miles, and we assume that this is done. But what a mistake we are making, because in today's traffic engine performance is one of the first requirements for safety.

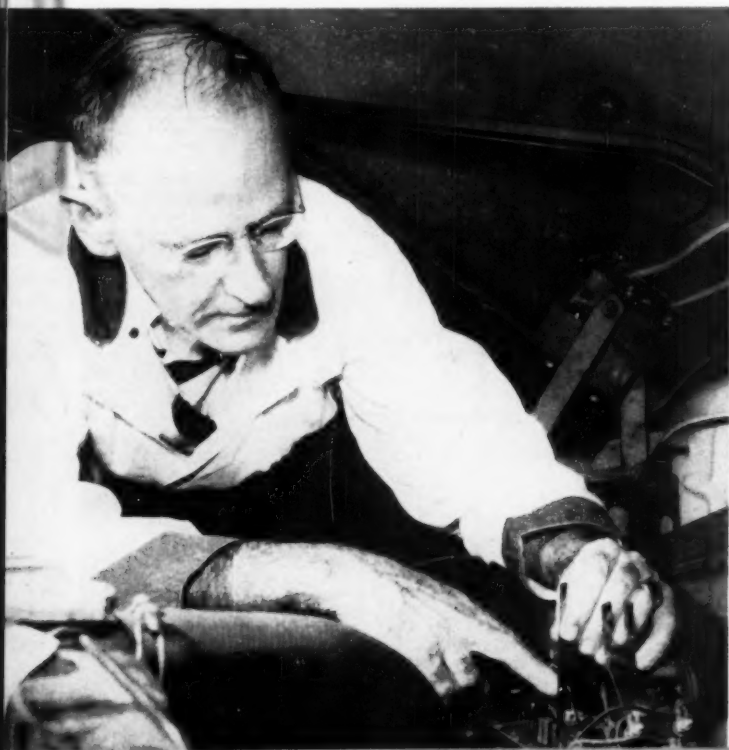
We believe that today good acceleration is just as important as good brakes, good lights, or any of the other items usually checked for safety.

We condemn the speed demon—and rightly so—but does he create a more dangerous hazard than the driver whose car doesn't have enough power to get out of a fast trot? We don't think so.

You have followed him traveling at a snail's pace when he had cars backed up for blocks and any one who tried to pass took his life in his hands. We condemn our highways, but we think they would be much safer if such vehicles were prohibited.

Then there is the job in which the engine seems to get tired be-
(Continued on page 121)

Ed Lowery, whose experience in the repair shop dates back to 1907 at the age of 11, is shown here checking float level of a carburetor.





The Cosmopolitan four-door sedan is one of five models, all having the 205-horsepower engine.

Lincoln Has 205-hp Engine

FEATUREING a 205-horsepower engine, the 1953 Lincoln Cosmopolitan and Capri models will also have power brakes, power steering and a powered four-way front-seat adjustment as optional choices.

Improvements which result in better "breathing" have brought about the increase in power in the V-8 overhead-valve engine. These improvements include a four-barrel carburetor, larger intake manifold runners, larger intake valve diameters, higher intake valve lift, higher compression ratio and increased idle vacuum.

In the lower range of speeds, only two barrels of the carburetor operate, but as additional acceleration is needed, the two extra barrels are brought into operation automatically. A choke interlock has been developed to prevent complete closing of the secondary barrels while the engine is being warmed up.

Another feature of the carburetor is that the throttle lever is equipped with two idle adjustments—one to regulate the normal idle speed on a warm engine and the other to regulate the fast idle engine speed whenever the automatic choke is in operation.

A mechanical spark control has

been added, linking the carburetor and the distributor to advance the spark immediately upon depressing the accelerator. This initial increase in spark advance, approximately 18 per cent, improves performance, particularly at low engine speed and makes for a faster get-away, company engineers said.

A new kidney-shaped combustion chamber increases turbulence of the air-fuel mixture for smoother and more efficient combustion. The compression ratio has been raised to eight to one.

Engine Breathing Improved

The larger intake manifold runners also help improve engine breathing and an improved exhaust system has reduced back pressure as much as 50 per cent.

An integral part of the steering-gear assembly, Lincoln's power-steering unit is activated by a pump mounted on the left-hand side of the engine between the cylinder block and fan. The pump is belt-driven from the crankshaft, at a ratio of 1.76 to one, and develops a maximum oil pressure of 750 psi.

Oil is transmitted from the pump to the steering gear by a high-pressure hose, which is used to allow for engine movement.

Valve spring loading to give the driver a sense of complete control and adequate physical knowledge of road conditions over which he passes is another feature of the steering unit.

With the optional power brakes, only about one-third as much pressure on the pedal is needed for a normal stop as with standard brakes, Lincoln engineers said. The vacuum - hydraulic type power brakes consist of a power-cylinder and master-cylinder combination, a special pedal linkage, reservoir tank and necessary connecting lines.

The four-way power seat permits an infinite number of seat adjustments both vertically and horizontally by means of electrical motors activated by push buttons conveniently located on the driver's side of the seat. This is an optional item.

Lincoln again offers five models: the Cosmopolitan four-door sedan, the Cosmopolitan sport coupe, the Capri four-door sedan, Capri hard-top and Capri convertible.

Wheelbase is 123" and over-all length is 214.1" for the 1953 cars.

The engine has a displacement of 317.5 cubic inches, bore of 3.8" and stroke of 3.5". Rear-axle ratio is 3.31.

MAKE TODAY'S CARS SAFE FOR TODAY'S HIGHWAYS



AFTER FOUR YEARS WITH A SAFETY LANE

Safety Repairs Keep Growing!

OUR safety lane with its free safety inspections and free headlight adjustment has become a community institution, we have found.

Some 50 to 60 cars go through our safety inspection daily—and this happens in a state where yearly car inspections by the traffic department are not required by law. County school buses and taxicabs go through our safety lane on schedule.

Our safety lane has realized for us a potential that we never dreamed of back in 1948 when we installed it.

Witness some of the results we have had in repair volume due largely to our safety lane. We believe our safety inspections to be the single major factor that has brought us a steady yearly gain in repair volume.

	1947	1951
Labor sales volume	\$161,000	\$187,000
Parts on repair orders	69,900	76,000

The first five months of the current year we have hit record figures. Compare them with pre-safety lane days in our shop:

In December, 1948, SAJ carried an article on the brand-new safety lane at this dealership. What has happened since? Here is the story!

By **ARTHUR H. BOWIS**
President, Chevy Chase Motor Co., Inc.
(Chevrolet) Bethesda, Md.

Average per month	1947	1952
Labor sales volume	\$13,424	\$19,000
Parts on repair orders	5,825	8,000

Before we put in our safety lane, we barely had enough front-end work to keep one man busy. Front-end work was spotty with two or three front-end jobs a day. Today two men working in three stalls handle from 15 to 20 front-end, brake, wheel-balancing jobs daily.

We have gained a reputation for front-end work that has attracted a terrific volume of business in cars of all makes.

Back in 1947 I was driving my car, went over a hole and felt at once that the car was severely jarred and its steering affected. Doubt that the car was still safe made me wish that I could put it

through a quick accurate check-up. I needed the car and did not want to leave it in a repair shop while time passed before someone could

take a look at it.

It occurred to me then that many people must find themselves in a similar spot with no quick, accurate service to turn to. And that was the birth of my safety-lane idea.

We took an old driveway accessible from the street and separate from the shop and other departments, and turned it into a safety lane 80' long and 15' wide. We put in two headlight machines mounted on tracks, front wheel alignment plates, single-post lift for front and rear of car, lights in the floor, brake testing machines embedded in the floor, and wheel spinners. We put in a skylight and good fluorescent lighting so the machines could be read accurately. Equipment cost us somewhere in the neighborhood of \$5,000.

The proving of every repair was precisely what I wanted: safety testing on a laboratory basis.

Today there isn't a car or truck that leaves our shop, no matter

what it has come in for, that is not run through the safety lane for a final check-up. Every used car must pass our safety lane before it is delivered to a customer.

A safety check-up on the non-driving mechanism of a car takes about two minutes. A card is issued in the customer's name detailing items inspected. Defects are punched and the card stamped rejected. A "four-leaf clover" sticker on the windshield means "okay."

We have a full-time safety lane inspector, E. W. Sonifrank, a first-rate mechanic who is paid \$75 a week, writing up findings on inspections. I cannot think of any form of promotion—newspaper advertising or any other—that could bring the results weekly that this \$75 does.

For the inevitable reaction of the customer to Sonifrank's writings is, "Can you fix it?"

Adjoining the safety lane are seven stalls, including three front-end stalls where defects can be fixed immediately as cars are taken in turn.

The following instances are common, everyday occurrences that keep our repair volume climbing.

A customer brought in his Cadillac for a safety check-up because it was pulling to the right. He thought he needed a front-end job. Checking the car, Sonifrank found that the rear axle had shifted on the spring, and the car needed a spring center bolt job. That inspection brought \$10.

Another customer brought in a Packard because his brakes were



President Arthur H. Bowls (second from left) watches E. W. Sonifrank test headlights on a car while an assistant helps with the equipment.

giving too far. We found the front-end out of line, headlights 'way out and brakes worn out. That came to \$33.

The customer who followed him complained of car vibration that he believed was due to a recapped tire recently put on. Inspection showed a worn upper control arm pin and bushing, worn idler control pin and bushing and faulty steering that needed adjustment. This came to \$40.

We are working at capacity now and have not gone after truck business as we believed in the beginning

we would have to. The community itself responded so appreciatively to our innovation that business came to us without seeking it. The county government directed all school buses here for safety inspection and scheduled all county taxicabs for their safety check-ups here. Our safety lane has won the commendation of the chief of police and the recognition of the local newspaper.

If our figures for the first five months of this year are an index, we shall be making new outstanding records for 1952 — thanks largely to our safety lane.

All county school buses are brought to the dealership for regular safety inspections.



MAKE TODAY'S CARS SAFE FOR TODAY'S HIGHWAYS

They Keep 'Em SAFE in Memphis

In states that do not require inspections, a city ordinance can be effective. Here is an example of a well-planned and comprehensive city inspection.

How safe are the cars and trucks operating on the streets of your city?

Garage and service men know many accidents can be blamed on bad brakes, poor steering and alignment and faulty lights. They also know there are many vehicles on the streets of any city that from the standpoint of mechanical condition should be in shops for service and repairs.

Making those car and truck owners do it, however, is another thing.

A notable exception is Memphis, Tenn., which has one of the nation's

outstanding automobile inspection stations, with inspection of all motor vehicles required three times a year.

The Memphis Automobile Inspection Station, housed in a big new building that cost nearly \$300,000, is frequently visited by officials from cities throughout the nation. It is a model of efficiency and at least one national safety award for Memphis attests to its results.

While automobile inspections have been compulsory in Memphis at the city-owned station for many years, the new building with twice the capacity of the old building was

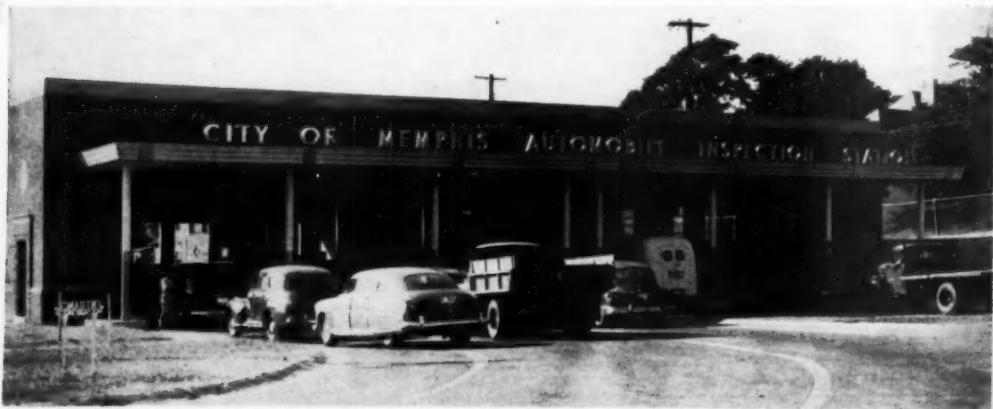
opened June 30, 1950. It has six lanes—four for passenger cars, one for trucks and one for the testing of speedometers, which is voluntary.

More than 85,000 vehicles go through the station three times a year. About ten per cent are found defective—mostly because of bad brakes or defective steering gear—and are rejected with instructions for the owner to come back after necessary repairs have been made.

If these repairs are neglected, or if the car or truck owner fails to have his vehicle inspected within a specified time, he is subject to arrest.

(Continued on page 180)

Every vehicle used regularly on city streets must be checked here three times a year.





Packard Shows "Clipper" Line

Two distinct lines for 1953, the "luxury-type" Packards and the Clippers, have been introduced by Packard Motor Car Co.

Horsepower of the engine for the Packard line has been increased from 155 to 180. For the Clipper DeLuxe models, horsepower increase is from 135 to 160 and for the Clipper models, from 135 to 150.

A redesigned combustion chamber in the cylinder head gives greater horsepower and increased smoothness. Compression ratio is eight to one on the 180- and 160-horsepower engine and 7.7 to one on the 150-horsepower engine.

A four-barrel carburetor for the 180-horsepower engine allows a more efficient mixture of air and fuel to reach the cylinders. Chrome-plated, longer-wearing piston rings are another feature.

A new device on the exhaust manifold for each line of cars provides increased heat for the choke control and results in quicker engine warm-up, as well as improving engine efficiency.

Both lines have an anti-kickout starting drive for more positive starting. The ignition system has improved waterproofing for easier starting in damp weather.

The automatic transmission has several improvements for quicker acceleration and better performance.

Other features contribute to

greater rigidity of the frame, more strength and longer life for the rear axle and better radiator cooling.

Standard or optional on both lines are power steering, power brakes, automatic transmission and air-conditioning.

Windshield wipers have a more powerful motor and a "tri-selector" radio offers automatic signal, push-button and manual control.

The Packard line includes the "400" four-door sedan, "300" four-door sedan, hardtop and convertible. The Clipper and Clipper DeLuxe series each include a two-door sedan

and also a four-door sedan model.

Increased visibility, redesigned instrument panels and a number of other interior and exterior styling refinements are featured in both lines.

Rear windows for the Clipper models are of the "wrap-around" type and have 153.77 square inches more glass area than previous models.

New colors for instrument dials provide easier identification and reading.

The body has new insulation for better sealing against moisture, as well as heat and cold.

The Clipper two-door is shown above and the "400" four-door below.



MAKE TODAY'S CARS SAFE FOR TODAY'S HIGHWAYS

SAFETY Means Our SURVIVAL

Blueprints for sound highway and safety programs have been drawn up already. The big job today is to see that they are put into effect. Here's how!

By W. F. HUFSTADER*
Chairman, Inter-Industry Highway
Safety Committee

THIS business of highway safety and highway improvement is in the reverse of the category that Coolidge used in referring to sin. Everyone in his book was against it. Everybody is for highway safety and improvement. Who could be against it?

It has been my experience that a long step forward is taken in solving any problem when you first have a clear understanding of it. Let's take a look at the problem and analyze some facts about it.

Today there are 53,000,000 cars and trucks using the streets and highways of America. They are moving goods to market, taking children to school, helping run the farms, widening the horizons for millions of people who otherwise would live cramped and narrow lives.

Fifty-nine million Americans ride in automobiles every day. Today we have 3½ million miles of streets and highways in the United States. Sixty per cent of the traffic of the country is concentrated on seven per cent of this highway mileage.

It's a rather easily reached conclusion, then, to observe that the end result of all of this is congestion and confusion—a tremendously critical problem whose solution deserves and demands the attention of the best brains America possesses.

All of this is not to say that little has been and is being done. It isn't all bad. Many of our high-

ways are the envy of the world. But, sadly enough, many are cursed and condemned by you and me as we wait in line or pound away on outworn highways.

One more thing to remember: 10,000,000 trucks feed our factories with belt-line regularity and carry off an endless procession of finished goods. Trucks carry, all or part of the way, a large portion of the things that America produces

and uses in so very many ways.

Many good things have happened to America because Americans had the vision to see and the confidence to place their faith in the service which a highly developed motor-vehicle transportation could render.

But we cannot and must not lose sight of, or minimize, the fact of the traffic accident problem.

One obvious, and quick, way to completely erase the motor-vehicle traffic accident problem would be to rule all motor vehicles off the streets and highways and order the factories to stop making new ones.

That would solve the traffic accident problem and cause a national calamity that would all but stop our economy dead in its tracks.

The automobile and truck are entirely too vital a facet of our economy to indulge in any solution of the problem that would throttle this important facet. You simply cannot separate an American from his automobile.

Just six short years ago the experts predicted that by 1960 we would have 50,000,000 cars and trucks on the highways. That prediction was missed by ten years.

In short, our problem is greatly accelerated by two enormously important factors. The population is increasing far beyond the estimates of the experts and that population wants and is able to buy automobiles and trucks in vast numbers.

(Continued on page 214)

**The author is vice-president in charge of distribution of General Motors Corp. His automotive factory experience has spanned over many years since he was a student engineer with the Pierce-Arrow Motor Car Co. in Buffalo. Before being appointed to his present post he was for 15 years general sales manager of Buick.*



The 1953 Plymouth



Powered by the 100-horsepower engine, the Belvedere hardtop is available in two-tone combinations. Wire wheels are an extra-cost option.

A MORE powerful engine, easier handling and a number of refinements for extra comfort and convenience are features of the 1953 Plymouth models.

Horsepower has been increased from 97 to 100 and the compression ratio has been stepped up to 7.1 to one. Bore of the six-cylinder engine is $3\frac{1}{4}$ " and stroke is $4\frac{3}{8}$ ". Piston displacement is 217.8 cubic inches.

"Our engineers have succeeded in controlling to an unprecedented degree the three movements which have plagued designers since the first automobile was built — roll, pitch and jounce," said John P. Mansfield, president of Plymouth Motor Corp.

Virtually gyroscopic stability with consequent easier handling of the car on turns has been achieved, he said.

Easier-riding, two-inch-wide an-

gle-mounted rear springs absorb small road shocks and in combination with Oriflow shock absorbers complete the car's balanced suspension system, he pointed out.

The axle has been moved closer to the front end of the rear spring, almost eliminating rear-wheel hop when accelerating on uneven roads or in sand, company engineers said.

Moving the engine forward more than 2" gave more body room. Relocation of wheel housing gave more hip room.

An automatic overdrive may be added to the Synchro Silent transmission at extra cost. The overdrive increases fuel and oil economy, lengthens engine life and as a highway cruising "fourth speed" gear, adds to driving and riding comfort.

By providing an additional gear ratio in each of the other two forward speeds, the unit is also useful

for traffic driving, especially in second gear.

Ruggedness is added to the body structure by rear fenders that are integral with quarter panels. Further rigidity results from the use of a sill below the deck-lid opening, linking the rear-fender structure from side to side. The new, wider deck lid, extending outward to the fenders, adds to the wider, lower look of the rear end.

Internal hinges of the deck lid are mounted at the extreme outward edges, resulting in easier access and more usable space. The 33.1-cubic-foot trunk is almost 30 per cent larger than that on previous models.

Rear-fender appearance is improved through relocation of the gasoline filler pipe at the left corner of the rear sill, which also provides for easier fueling.

Better visibility is provided through a one-piece, more uniformly-curved windshield and a larger, one-piece rear window that extends into each rear quarter panel. Total glass area has been increased almost 16 per cent. Solex heat-absorbing glass is available.

On all two-door models the front seat is divided at one-third of its width to permit easier entrance and exit for rear-seat passengers from the curb side.

The business coupe is available with a removable rear seat.

Nine body styles are offered in the two 1953 lines. In the Cambridge line are the four-door sedan, two-door sedan, business coupe and Suburban. The Cranbrook lines include the Savoy, a four-door sedan, club coupe, convertible and Belvedere hardtop.

Changes in chassis design to give better handling and more room are features both of the Cranbrook (below) and of the Cambridge series.



'53 Imperial

Ignition Is

12-Volt



One-piece wrap-around windshields give greater visibility, with an increase in the glass area of 7.3 per cent. This is the New Yorker.

A 12-VOLT electrical system for the Crown Imperial models, featuring a six-cell battery, new generator, new starter, new coil, new motors where used in electrical system and new bulbs, is one major change in the 1953 Chrysler cars.

The 12-volt system is desirable in view of the higher electrical loads imposed by the increasing use of electrically-operated equipment on modern cars. It is also more favorable to the operation of the ignition system, giving more positive operation of the spark plugs when fouling is a factor.

All 1953 models, except the Windsor and the Windsor DeLuxe, are powered by the 180-horsepower V-8 engine. It has a bore of 3 13/16", stroke of 3 3/8" and a piston displacement of 331.1 cubic inches with a compression ratio of 7.5 to one.

Hemispherical combustion chamber and the lateral valve arrangement to provide maximum amount of space for extra-large valves and to permit unrestricted intake and exhaust porting are other features of the engine.

The Windsor and Windsor DeLuxe models are powered by an improved six-cylinder "Spitfire" engine. The engine produces 119 horsepower at 3,600 rpm with compression ratio of seven to one.

Fluid-Torque Drive torque converters are available for both the six and the eight. They are standard on the Crown Imperial and optional at extra cost on other models. Fluid-Matic Drive is available on all except the Crown Imperial.

Smoother clutch-pedal action is

afforded by use of low-friction roll pivots at four locations in the clutch linkage, a knife-edge pivot at the clutch release fork and straight roller bearings at the clutch torque shaft.

Softer, 2 1/2"-wide rear springs are new to all except the Crown Imperial models. They are said to absorb a larger portion of small road shocks within the spring and increase lateral stability.

A new frame design, on all but the Crown Imperial, eight-passenger and station wagon models, gives extra rigidity. The body brackets have been shortened considerably by moving the side rails of the frame outward, resulting in a closer-knit combination of body and frame. The frame has also been flattened and a steeper kick-up made, just forward of the rear axle, to provide additional rear-seat space.

Increased safety at night is obtained by a combination of lighting switch and circuit breaker. Failures of the lighting circuit due to a "short" affect only a part of the entire lighting system. Circuits individually protected by the lighting switch are the headlight and parking-light circuit, the taillight circuit and the stoplight and dome-light circuit.

Power steering is standard on the Crown Imperial, optional on other models. The self-contained power braking, using intake manifold vacuum to multiply the power of the hydraulic system, is continued on all eight-cylinder and long-wheelbase six-cylinder models.

Rear fenders are now integral with quarter panels to provide stiffer rear-body structure. "K-style" rear doors make for easier entrance.





Six body styles, including the Sportsman model shown here, are offered in the Fire Dome Series with the V-8 engine. Five styles are available in the Powermaster Six. Fluid-Torque drive is optional on both series.

The 1953 DeSoto

A NEW heating system and an improved chassis are two of the changes in the 1953 DeSoto models shown to the public earlier this month.

Mounted under a new cowl-vent opening, the heater takes in fresh air. The cowl vent is also used for summer cooling.

The heater features simplified controls which permit operation as a recirculating heater as well as one which supplies a constant stream of fresh, warm air.

Chassis improvements give greater comfort for passengers. Splayed rear springs result in better directional stability, company engineers said, while Oriflow shock absorbers cushion the ride over rough roads.

The DeSoto is offered in two series: the Fire Dome V-8, powered by the 160-horsepower Fire Dome engine, and the Powermaster Six.

Power steering is available on both series, as are power brakes.

Two transmissions are available for no-shift driving: Tip-Toe shift with Fluid Drive or Fluid-Torque for fast acceleration.

Other features offered on both lines include electric window lifts, Solex glare-resistant glass, safety-rim wheels, waterproofed ignition, two-speed electric windshield wipers, dual back-up lights and 12" brakes with Cyclebond lining.

Wheelbase has been maintained at 125½" but over-all length has been increased from 208¾" to

213¾". Over-all width has been increased from 74¾" to 76¾". The car is one inch lower but road clearance is unchanged.

Blended into the hood line is a new air vent that directs a stream of cool air to the carburetor to increase engine efficiency.

A curved one-piece windshield combined with narrower corner posts provides increased visibility. Glass area of the windshield is much larger, DeSoto Division engineers said.

A one-piece, sweep-around rear window increases rear vision and blends with rear-end styling of the new models.

Combination back-up, tail and stop lights accent the swept-back rear fenders. Rear deck is both

wider and lower, with a counter-balanced lid for easy opening. A push-button lock is used for added convenience.

The trunk area has been increased 44 per cent. The spare tire is mounted at a new angle to make it easier to store luggage. Deck-lid hinges have been relocated in out-of-the-way positions to give easier access and prevent marring of luggage when the lid is raised and lowered.

Front styling has been changed by new parking lights set at the extreme edges of the grille underneath the headlights. Chrome mouldings and trim have been redesigned.

A reflection-free panel is used on the top of the dashboard between the windshield and the instrument panel. This is said to make for more comfortable and safer driving by cutting down on glare.

Seats and seat backs are of the three-pillow type and have foam rubber cushions for greater comfort.

Eleven Styles Offered

Eleven body styles are offered in the two 1953 lines. Choices in the Fire Dome V-8 include: four-door sedan, club coupe, convertible coupe, Sportsman, all-steel station wagon and the eight-passenger sedan model.

Powermaster Six body styles are: four-door sedan, club coupe, Sportsman, all-steel station wagon and eight-passenger sedan.

A wide range of exterior colors, both in one-color and two-tone styles, are available. Interior appointments and upholstery have been planned to harmonize with new exterior colors.

Gasoline filler cap on the 1953 models is at the rear on the left side below the deck lid. Rear-deck lid is unlatched by a push-button lock.





700—Valve Grinder

Model EJ valve-seat grinder, featuring eccentric action to give more accurate seat and longer grinding-wheel life, has been placed on the



market by Waterbury Tool Division, Waterbury 91, Conn.

A grinding wheel revolving at 10,000 rpm moves progressively around the valve seat at 22 rpm. Micrometer feed mechanism permits controlled material removal.

701—Voltage Checker

A pocket-type meter for quick checks on battery, generator, cut-out or regulator, with a direct-reading colored dial, is now available from Burton Rogers Co., 292 Main St., Cambridge 42, Mass.

Hoyt Model 632-BB, as it is called, is held in the hand during reading. It



has vane-type movement in a 2" metal case with 2' leads terminating in rubber-covered clips. It is designed for quick, preliminary checks, the manufacturer said, and not for precise adjustments.

A "Peep" for You

More than 12,000 distributors of parts, equipment, chemicals and accessories are expected to gather at Atlantic City, N.J., on Dec. 10 through 13 for the biggest booth show on earth—the Automotive Service Industries Show. Nearly 550 manufacturers will display their products. Here SAJ brings you a preview which others will spend many a dollar to go to see there.

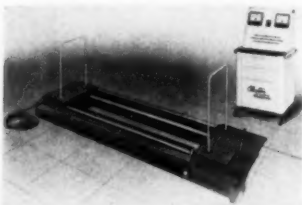
702—Carburetor Booklet

"Know Your Carburetor," a 46-page booklet describing the basic theory of the carburetor, its various parts, common carburetor troubles and how to correct them, has been issued by Pennsylvania Refining Co., 2686 Lisbon Rd., Cleveland 4, Ohio.

703—Chassis Dynamometer

An improved chassis dynamometer, designed for installation in shops where space limitations made the use of earlier models impractical, has been introduced by Clayton Manufacturing Co., El Monte, Calif.

Model C-49-FF has all the features of earlier models but is supplied as an integral machine that may be installed without deep excavation or extensive sub-floor construction. It is said to take less space than a service stall. The flush-floor model permits fast and easy positioning of cars, the manufacturer said.



704—Pin-Fitting Gauge

A pin-fitting gauge that reads directly in tenths of thousandths is being used on the honing machines produced by Sunnen Products Co., St. Louis 17, Mo.

The gauge is also suitable for measuring the large bore end of the rod.



It is said to cut pin-fitting time in half and to enable unskilled operators to do an accurate job. A honing dial that tells operator when to gauge the hole is another improvement in the machine.

705—Piston Knurler

A piston knurler and re-grooving machine, said to be simple to operate and accurate, is now available to jobbers on a lease basis from Burd Piston Ring Co., Rockford, Ill.



you to NEW PROFITS

706—Valve Refacer

A valve refacer that will traverse grind all valves, eliminating plunge grinding of 15° to 90° flat-type valves, has been introduced by The Black & Decker Manufacturing Co., Towson 4, Md.

The unit features wet grinding at both valves and attachment wheels. Hypoid gearing on the work head re-



portedly prevents chatter marks and gives a smoother finish. Bearing adjustment on feed screws with automatic end-play take-up for wear gives accuracy. Two universal motors independently drive the collet and wheel spindles.

707—Brake-Drum Lathe

A brake-drum lathe with eight cutting feeds is now being marketed by Lemco Products, Inc., Bedford, Ohio.

Tool travel can be changed from .0025" to as much as .02" per revolution at the operator's discretion. The lathe turns drums to a finish that matches manufacturers' standards in a single pass of the cutting tool, according to a company announcement. The lathe has three spindle speeds and has a capacity up to 24" diameter drums. Tool travel is 7 1/4".



708—Exhaust Gaskets

An assortment of exhaust flange gaskets, displayed on a convenient hang-up board, has been made available by Felt Products Manufacturing

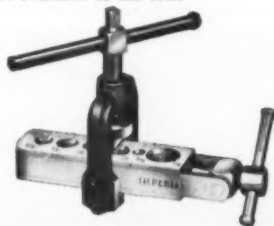


Co., 1504 Carroll Ave., Chicago 7, Ill. The assortment covers popular passenger cars. Each set is readily visible for easy stock control.

709—Flaring Tool

An improved Hi-Duty flaring tool which will flare six sizes of tubing from 3/16" to 1/2" has been announced by The Imperial Brass Manufacturing Co., 1200 W. Harrison St., Chicago 7, Ill.

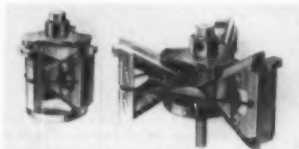
The tool has a flaring bar made up of sliding die blocks. Tubing can be clamped in place by tightening a single lever, the manufacturer said, and compactness and speed of operation are features of the tool.



710—Ridge Reamer

A ridge reamer that will handle a range of from 2.6" to 5" with a single set of jaws is now being produced by Lisle Corp., Clarinda, Iowa.

The reamer is said to follow contour of a cylinder even when it is badly worn and to turn out the ridge



in one cut, without lap marks. The reamer is designed so that at the extreme range the jaws are fully engaged in the ways in the top and bottom plates, the manufacturer said. The tool has a long-lasting carbide cutter.

711—Thermostats

Thermostats for passenger cars with pressure caps and sealed cooling systems are now being produced by The Dole Valve Co., 1933 Carroll Ave., Chicago 12, Ill.

The units are available in two start-to-open settings: 155-160° for



use with alcohol anti-freeze and 175-180° for use with permanent-type anti-freeze. They are designed for long service and are available for most cars now on the road.

(More New Products on page 139)

There's More Info for the Asking!

Only the most limited details are presented for you here. For further information, don't hesitate to fill out the coupon on page 138 and mail it. It costs you nothing!



NEWS BRIEFS *of the*



These officers were named last month at the convention of the Automotive Trade Association of Virginia (l. to r.): Paul R. Lauritzen, Nash dealer of Richmond, reelected president; Harry W. Bendall of Alexandria, Seaborn Flournoy of Norfolk and William T. Robey, Jr., of Buena Vista, vice-presidents, and R. Carey Mountcastle of Covington, secretary-treasurer. John E. Raine is general manager of the group, which met at Richmond.

Virginia Meeting Attracts 915 To Set Attendance Record

A HOTEL-BULGING record attendance of 915 persons was a highlight of the annual convention of the Automotive Trade Association of Virginia last month at Richmond, in contrast to smaller attendance figures which have been racked up at some other Southern and Southwestern conventions this fall. The Virginia association has more than 1,100 members.

The members adopted a resolution urging Congress to abolish the Wage Stabilization Board, the Fact Finding Board, Allocation Board of Materials and the Controlled Materials Plan because "these bureaus are costly to the taxpayers, undermine the principles upon which this nation was founded, and have become detrimental to both industry and public."

Another adopted resolution asked car manufacturers for cooperation "in a more equitable distribution of their automobiles to reduce the flow of such new automobiles for resale into hands of other enfranchised dealers." The measure asserted that "the public in its purchase of so-called new cars from used-car dealers is placed in jeop-

ardy as to its rights under factory warranties."

Among the principal speakers

were Arthur H. "Red" Motley of Parade Publications, New York, who urged his listeners to remember what they had forgotten about selling, and Ewing Stumm of the National Cash Register Co., Dayton, Ohio, who asserted that "We had more cars stolen in this country last year—197,000—than they had cars in Soviet Russia—180,000—last year."

Other speakers included Congressman A. Sydney Herlong of Florida, Edward Payton of Cleveland, Ohio, R. M. Hathaway, investment banker of Richmond, and Joseph E. Bayne, general sales manager of Lincoln-Mercury.

Bayne said that if he were a dealer, "I would become quite a guy in my community. Often sales will depend on how well thought of a dealer is. I would also get some real salesmen."

T. A. Williams, Chevrolet dealer of Greensboro, N. C., moderated a dealer panel discussion.

More than 300 ladies attended the three-day convention.

General Sales Manager Joseph E. Bayne enjoys mighty warm regard from Lincoln-Mercury dealers generally. This was pointed up last month when he was at Richmond, Va., to address the state convention. Here he is shown at a reception at which he was presented a camera and also a scroll in which the governor of North Carolina made him an "honorary Tarheel." Left to right are: A. J. Harmon of Raleigh, Douglas MacGregor of Charlottesville, Paul H. Pusey of Richmond, Bayne, T. I. Wagner of Greenville, N. C., Russ Klopfer of Washington, D. C., and Dave Harris of Wilmington, N. C. Bayne at one time directed sales for Plymouth.



AUTOMOTIVE INDUSTRY



Officers of the Tennessee Automotive Association include (l. to r.): John Walker, Covington, retiring president; President James A. Clark, Kingsport; W. A. Brown,

Alamo, secretary-treasurer, and Van A. Payne, vice-president for the Nashville district. David P. Wheelchel continues as executive vice-president of the association.

Selling Holds Key to Future, Doyle Tells Tennessee Group

By Ross L. Holman

WHEN the government's defense needs are largely satisfied and demand begins to level off, the problem will be "how many cars can we sell" and not "how many cars can we produce," J. C. "Larry" Doyle, sales and advertising manager, Ford Motor Co., told the convention of the Tennessee Automotive Association at Nashville Oct. 26-28.

Speaking on the topic, "After Controls, What?" he said that there are 15,000,000 old cars on the road that soon will have to be replaced and that 4,000,000 people, most of whom are only moderately wealthy, own two cars. With these and other figures he pictured a good market for a long time to come.

"But it takes more than a good market to get things done," he said. He criticized the lack of aggressive selling on the part of some dealers and indicated that selling will eventually become a lot tougher than now.

For one thing, he said, there is

more competition for the customer's dollar because there are more things to buy—refrigerators, television sets, freezers and other things being pushed by aggressive sellers. "Our job is to help the guy who wants his family to have a new car rather than something else," he commented.

While not minimizing government relations, he insisted that employee relations, customer relations and community relations are more important than those from Washington and mean more in selling cars. He went into some detail as to how these relations can be improved.

Automobile dealers should take a more active interest in state and national legislation, get better acquainted with the men who make their laws and take a more active interest in getting the right men elected, several convention speakers emphasized.

Many dealers don't even know the names of their state legislators, commented John H. Hooker, Nash-

ville, whose law firm is counsel for the association.

Washington officials consider the automotive association the most potent trade organization in the world, representing a 90 per cent membership of dealers, said representatives of National Automobile Dealers Association.

In addition to stressing the need for a stronger interest in their lawmakers, John A. Walker, retiring president, urged dealers to have group insurance.

Walker also recommended that association members work for a better feeling between factory and dealer and urged members to think of business rivals as "friendly associate dealers" instead of "dirty competitors."

Dr. Alfred P. Haake, consulting economist, General Motors Corp., spoke on "We Can Still Save America."

A NADA director's panel, with James A. Ayers of Chattanooga as moderator, was another feature. Participants included four state directors of NADA: Turner A. Summers, Kentucky; H. Mead Norton, Oklahoma; Alton M. Costley, Georgia; Ernest Burwell, former director for South Carolina.

Executive Vice-President David P. Wheelchel moderated a panel on government regulations.

SOUTHERN AUTOMOTIVE JOURNAL for NOVEMBER, 1952

National Automobile Dealers Association, Civic Auditorium, San Francisco, Calif.

March 9-10—Annual convention of Louisiana Automobile Dealers Association, Jung Hotel, New Orleans.

March 26-29—Southwest Automotive Show, Fair Park, Dallas, Texas.

May 4-5—Annual convention of Missouri Automobile Dealers Association, Chase Hotel, St. Louis.

May 4-7—Annual convention of Automotive Engine Rebuilders Association, Netherlands Plaza Hotel, Cincinnati, Ohio.

May 22-24—Southeast Automotive Show, Dinner Key Auditorium, Miami, Fla.

Oct. 18-19—Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi, Mass.

Gastonians Name Craig

E. D. Craig, Studebaker dealer of Gastonia, N. C., has been elected president of the Gaston County Automobile Dealers Association, which was organized last month. Ray Kaneer, Chevrolet dealer of Belmont, is vice-president and Grady Rankin of Gastonia is secretary-treasurer. The first project of the association was to furnish transportation to the polls Nov. 4, with Gene Smith as chairman of this undertaking.

Shown at the presentation of awards in the American Trucking Association's 12th annual Roadco in New York are: Arthur V. Macedo, New Bedford, Mass., longest safe-driving record; Perry H. Reid, Winston-Salem, N. C., driver for Pilot Freight Carriers and winner of straight-truck competition; Morgan N. Strickland, Atlanta, Ga., driver for Great Southern Trucking Co. and winner of tractor and single-axle semi-trailer contest; Alex Adamski, Chicago, who successfully defended his title in the tandem-axle semi-trailer class; Harry M. Naylor, Los Angeles, who won the truck and full trailer contest; Roy H. Butts, sales manager of the Merchandising Division of The Electric Auto-Lite Co., and G. D. Sontheimer, ATA director of safety who acted as Roadco master for the event.



George Lemon Sugg (extreme left) manages the Mississippi Automobile Dealers Association so well that he hardly ever fails to know what's coming next, but he didn't anticipate this scene. W. C. "Bill" Reed, former Chevrolet dealer of Jackson (now retired) and former president of MADA, is shown reading at the convention last month a framed scroll signed by the past presidents in which they expressed their appreciation for the long, efficient service Sugg had rendered the group. Above Reed's hand can be seen Retiring President J. J. Harry of Gulfport.

"Murder by Motor" Will Hurt Industry, Mississippians Told

THE term 'Murder by Motor' is spreading and it's going to hurt our business," Managing Director M. R. "Bud" Darlington, Jr., of the Inter-Industry Highway

Safety Committee asserted last month at the convention of the Mississippi Automobile Dealers Association.

He urged that dealers join closer hands with the safety movement, including the lending of cars for high-school safety instruction and other community endeavors in safety's behalf.

Several hundred persons attended the meeting at Biloxi's Buena Vista Hotel.

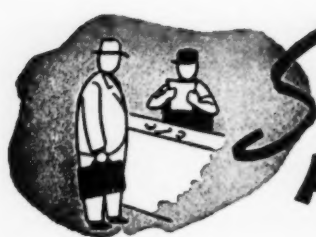
A buffet and musicale kicked off the three-day meeting, which included an assortment of entertainment and these speakers:

H. R. Baukhage, news commentator; Judge Leon F. Hendrick, MADA counsel, who said he had heard that at the special legislative session next February additional taxes would be proposed, including a suggested increase to three per cent from two per cent in the sales tax despite Mississippi's having the lowest per capita income and highest per capita tax already of any state; Charles J. Farrington, assistant to the president of the National Automobile Dealers Association, who declared:

"We (NADA) are determined to take you out from under all controls. We don't think they are good for the retail automobile dealer."

NADA has two big goals, he asserted:

(Continued on page 216)



Southern JOBBERS AND FACTORY MEN



It's ASIS Time!

THOUSANDS of jobbers from the Southeast and Southwest will pour into Atlantic City, N. J., next month to see hundreds of new parts and equipment items on display and to hear worth-while suggestions on how to sell and how to make a profit.

Approximately 18,000 are expected to attend this year's Automotive Service Industries Show, to be held Dec. 10-13 at the mammoth Atlantic City Auditorium. Exhibit space has long been sold out and requests for hotel rooms are at a high level, according to Don H. Teetor, chairman of the Joint Operating Committee.

Of prime interest will be the 500 displays by manufacturers of replacement parts, equipment and supplies to bring wholesalers up to date on the new developments in the ever-growing industry.

The first two days of the show will be set aside for conferences between exhibitors and wholesaler members of National Standard Parts Association and Motor and Equipment Wholesalers Association. The last two days will be open to invited guests as well.

In addition to the merchandising displays by the exhibitors, several educational displays have been arranged by the JOC. A working diagram of the 1917 Stanley Steamer will be displayed next to an atomic demonstration that includes a schematic model of an atomic submarine and a scale model of the uranium plant at Oak Ridge, Tenn.

A museum collection of historical automobiles and accessories will be of interest to newcomers in the trade, as well as those who can re-

member "back when." Exhibits of jet engines and other modern military equipment will give wholesalers a look at developments that may eventually affect their business.

Meetings of several national associations will precede the opening of the show.

MEWA will hold its annual convention Dec. 7-9 at the Chalfonte-Haddon Hall Hotel. The theme of this year's meeting is "Prospecting for Profits." The traditional president's reception will be Sunday afternoon, followed by regular sessions Dec. 8 and 9, with the annual banquet Monday evening.

Clayton Rand of Gulfport, Miss., publisher and traveler who spoke at the Southwest Automotive Show in Houston last year, will be the banquet speaker.

"Key to Hidden Profits" will be the theme of the NSPA convention, to be held Dec. 7-9 with headquarters at the Ambassador Hotel. John Reynolds of the Straus-Frank Co., Houston, Texas, is program chairman. A reception honoring new members will be held Sunday afternoon, Dec. 7.

Speakers lined up for the NSPA meeting include: Paul E. McDonald, service section, General Motors Corp.; Glen H. Treslar, vice-president and sales manager, Black & Decker Manufacturing Co.; Nathan M. Roberts, executive secretary, Automotive Wholesalers Association of Alabama; J. Ray Riley, partner, National Bushing & Parts Co., and George D. Snook, automotive management consultant of Indianapolis.

Dr. Norman Vincent Peale will



"X" at top indicates auditorium site of the great A. S. I. Show.



Exterior and interior views of the mammoth auditorium at Atlantic City.

speak on "Technique of Successful Selling." His books and magazine articles on human relations are nationally known.

A special feature of the program will be a "Milestones of Progress" presentation, highlighting the growth of the industry and of the association.

The annual banquet of NSPA will be Monday evening.

Motor and Equipment Manufacturers Association, one of the sponsors of the show, will hold a panel discussion on the afternoon of Dec. 9 at the Traymore Hotel.

Meetings of the executive council and board of governors of Automotive Booster Club International will be Dec. 8 and 9 at the Traymore Hotel, with the banquet there on Dec. 10.

Automotive Affiliated Representatives will meet Dec. 9 at the Dennis Hotel, with the banquet there on Dec. 11.

Since the ASI Show has not been

held at Atlantic City since 1946, high attendance from the eastern half of the country is predicted.

Attendance at the 1950 show, the most recent one, was 16,873 and at the 1948 show was 19,534. Both these shows were held at Navy Pier in Chicago.

Eight Southern Firms Join MEWA Roster

EIGHT Southern firms were among the 56 new members admitted to Motor and Equipment Wholesalers Association at the fall meeting of the executive committee in Chicago.

They include: Bagwell-Elliott Co., Inc., Charleston, S. C.; The Hooven Co., Inc., Washington, D. C.; Lacy Auto Supply, Topeka, Kan.; Milnite Wheel-Brake Service, Washington, D. C.; Monarch Products, Baltimore, Md.; Perrin Auto Supply Co., Atlanta, Ga., and Whizz Auto Parts, Inc., Pikeville, Ky.

West Alabama Parts Adds Employees

OWNER Hobart Henderson announced last month the addition of these employees at West Alabama Parts & Supply Co., Tuscaloosa:

Mrs. Edwina Junkins, bookkeeper; Elliott Estes, Jr., and Jack Long, stock room.

Kentucky Distributors Meet

Distributors for Holley Carburetor Co. in Kentucky and the Ohio Valley area met last month at Cincinnati to hear executives explain the 1953 merchandising program.

"We have installed a coffee bar in our warehouse and main store for the convenience of customers, employees and factory men," Jacobs Distributing Co., San Antonio, Texas, reported. "No charge is made for coffee."

Officers of the Automotive Wholesalers of Texas are (l. to r.): J. B. Wilson, retiring president; Alden Davis, president-elect; Jimmy Quicksall, reelected secretary;

G. C. Morris, executive director; H. L. Constant, treasurer, and Chester Westbrook, vice-president. They were named at the meeting last month. (Report on page 200.)





Displaying placard to be used in promotion are these officers of the Southwest Show (l. to r.): Ray C. Ricke, show committee chairman; T. C. "Buddy" Garrett, president, and Manager D. A. Johnson. The sign designates the show as "Guidepost of the Automotive Service Industry." The show will be held March 26-29 at Fair Park, Dallas, Texas.

New Approach Is Being Tried In Pushing Southwest Show

ANEW and perhaps unique approach is being used to build interest in and subsequent attendance at the 11th Southwest Automotive Show, scheduled for March 26 to 29, inclusive, in the Automobile Building in Fair Park, Dallas, Texas.

This approach involves compilation of a mailing list of salesmen and countermen. To these will be addressed a series of letters and promotion pieces. Then the same lists will be made available to exhibiting manufacturers for use in individual factory promotion.

In explaining the plan last month, President T. C. "Buddy" Garrett, Dallas jobber, and Ray C. Ricke, manufacturers' representative, who is chairman of the show committee, said that to their knowledge no similar approach had ever been used by an automotive show.

Garrett was enthusiastic about the interest and attendance-producing possibilities of the plan.

"This list should be ready and available to exhibitors by the first of the year," said Garrett.

"Meanwhile, mailings will be going out to salesmen and countermen. The job of compiling the list was begun weeks ago and, naturally, must be followed up by a series of letters to individual jobbers, until as complete a list as possible is compiled of salesmen and countermen.

"We want, and we have been getting, the names of salesmen and

countermen, whether their employer is a sponsor or not. As salesmen and countermen are added to the list, they will first receive a letter of invitation, followed by news bulletins.

"The bulletins will spotlight new and improved products to be exhibited and will also emphasize the value of sales conferences. We are convinced this will be very productive promotion. This personal attention to salesmen and countermen will give them a broader appreciation of the show. They will know in advance what they are especially interested in among exhibits and sales conferences, will be able to discuss the show more intelligently with jobbers' customers and this information relayed to customers should influence them, in turn, to attend the show."

Show Committee Chairman Ricke said that special attention is being directed to dealers, too.

"The dealer list will include names within a radius of 125 or 150 miles of Dallas," he pointed out.

"These dealers will receive promotional mailings, both direct from the show office and from jobbers. We expect to have a list containing the names of about 15,000 dealers.

"It should be mentioned, also, that while we are giving special attention to salesmen, countermen and dealers, this does not mean that promotion of individual jobber interest will be neglected. The

jobber is the key man. The attention assigned to salesmen and countermen is simply a special effort."

Ricke emphasized that both lists—of salesmen and countermen, and dealers—will be made available for individual promotion by exhibiting manufacturers.

Meanwhile, by the middle of October exceptional interest had been manifested in the show, with half the exhibit space sold and 130 sponsors already signed, according to Manager D. A. Johnson.

"That is substantial evidence of the possibility this show may be the best of all," said Johnson.

"We already have signed nearly half as many jobber sponsors as we had in the 1952 show. Last year there were 275 sponsors. And exhibit space is actually more than half sold, with 250 of 480 booth spaces, each 10 by 10, already contracted for."

This year's Southwest Show administration is overlooking no opportunity for drawing attendance and will arrange a special program of entertainment for ladies who attend.

One coincident viewed as favorable in this report is that a flower and garden show of regional proportions will be running concurrently with the automotive show and within a stone's throw of the Automobile Building. The Southwest Show plans to include tickets to the flower show in the entertainment arranged for ladies.

Southeastern Agents Form New Company

SOUTHEASTERN Associates, an organization to provide coverage in ten Southeastern states, has been formed by William C. Chaney of Charlotte, N. C., Philip D. Boehm of Atlanta, Ga., and J. Paul Saunders of Bowling Green, Ky.

The group travels five men and will cover the territory without overlapping, it was stated. The three members, all of whom have been manufacturers' representatives for a number of years, will remain independent.

Spicer Joins American Bosch

Donald H. Spicer, formerly president of the World Bestos Corp., has been appointed vice-president, manufacturers sales, of American Bosch Corp.



C. A. "Cy" Waste keeps the catalog handy.

He Gets Dealer Trade

By Baron Creager
Southwestern Editor

THE door has not been slammed on one of the principal sources of revenue, lamented by many wholesalers as lost or almost entirely so, and C. A. "Cy" Waste believes he has proved it with his Standard Motor Supply, Inc., in Tulsa, Okla.

Last September, Cy got out the sales record for August and began calling off the names of new-car dealers and the amounts of their purchases for the month. His point was to support his statement that it is not unusual for sales to such

customers to total 16 and 18 thousand dollars a month.

He didn't run through the entire list, but he named five, some of them with dual franchises. The names and figures he recited accounted for \$10,873 in purchases by that category for August—all of that business produced by one salesman who concentrates on such accounts.

For August, this salesman was paid \$850, on the basis of 5 per cent, plus a small guarantee. His commissions were largely earned

from sales to new-car dealers, although he has some additional pet accounts he cultivates.

How does he do it?

"For one thing, he puts in a solid eight hours making calls," said "Cy." "He's out there working. You wouldn't think he's such a salesman just to look at him, but there is some valuable experience in his background.

"Then he does some entertaining, and don't misunderstand me. By entertaining I mean he is forever taking a customer out to play golf or taking a customer fishing.

"We have four salesmen and for August this man was high with something over \$16,000. The next high man had \$14,600, selling to sub-jobbers and commercial accounts. The other two didn't come up to those records, but they are doing all right."

"Cy" Waste is unsympathetic with any wholesaler who complains that the door has been slammed on this one source of business. He also thinks his four-man sales force has proved two points:

1. This business can be had.
2. All metropolitan centers contain business that is not being developed because many salesmen don't put in enough hours.

"We have one salesman who prefers not to come to the store," says "Cy," "and doesn't come to the store unless it is absolutely necessary, before he starts the day's work. He is always out making calls by 7:30 and 8 in the morning.

"I just wish I had three more salesmen like those I have.

"If I had three more such salesmen, we wouldn't spread out and go after country business. Those three salesmen would work right here in Tulsa, for I am convinced there is that much undeveloped business we don't have the time

(Continued on page 192)

There's convenient parking alongside this building.



HEAVY-DUTY EQUIPMENT



TRUCKS - BUSES - FLEETS

Tune-Up Tips on GMC Diesel

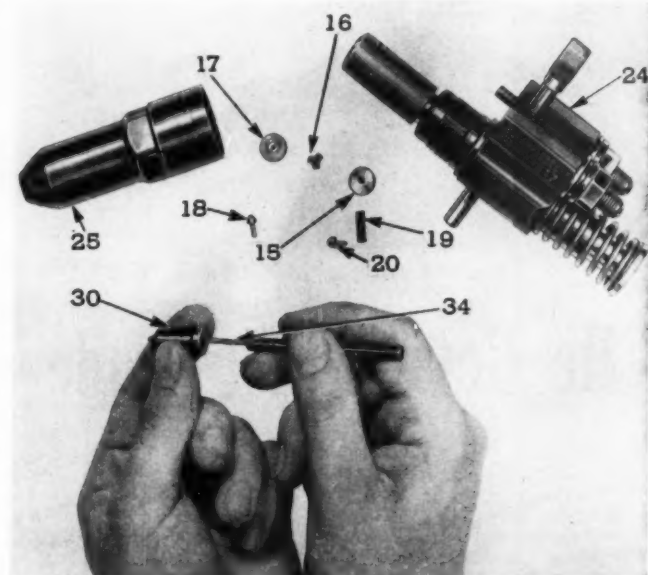
By E. S. Harris

IT WOULD be difficult to point out any parallel to the rapid growth and increased use of diesel power plants during the last few years. Their popularity in farming, industrial and transportation fields has begun to touch mechanics and operators to whom "diesel" was only a vague name describing a principle of running an engine without spark plugs.

Now they are beginning to ask questions about the service operations on diesel engines. What makes them tick? What does it take to work on them?

The best generalized answers to those questions would probably be that a little study and practice can make a diesel mechanic out of a good gasoline-engine mechanic, for know-how and proper equipment are the requisites of one as in the case of the other.

As an orientation story, we'll briefly discuss the tune-up procedures of the GM diesel. Those who are accustomed to making the adjustments through the power



Reaming injector spray tip (30) with J-1243 reamer (34). Injector nut (25), body and rack assembly (24), valve spring (19) and check valve (16).

ranges of gasoline engines using carburetors with various circuits, and ignition systems with one or two advance mechanisms, will be interested to know what it takes to get peak performance from an engine not employing those units.

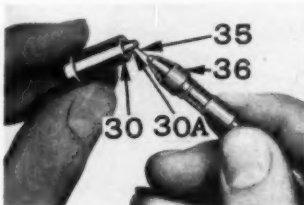
The popular GM 71 diesel engines, available in 2-, 3-, 4- or 6-cylinder adaptation, are notable for their interchangeability of parts and spe-

cial tools and for the fact they are two-cycle jobs.

Like the gasoline engine, a diesel is known as an internal combustion power unit in which the heat of burning fuel is converted into work in the cylinder of the engine. The difference lies in the manner of introducing and igniting the fuel in the cylinder. In the diesel, air alone is compressed in the cylinder, then a charge of fuel is sprayed into the cylinder and ignition is accomplished by the heat of compression.

In any four-cycle engine—diesel or gasoline—the piston is functioning half the time as an air pump. Since a two-cycle does not function as an air pump because intake and exhaust take place during part of the compression and power strokes, an external means of supplying the air is provided. The GM diesel uses a specially-designed blower on the side of the engine to force cleaned air into the cylinders to expel ex-

Cleaning spray tip (30) orifice with cleaner vise (36) and .006" wire (35).





Top: Fuel pressure gauge.

Above: Compression gauge J-1319A with bleed valve and compression adapter fittings.

haust gases and fill the cylinders with fresh air for combustion.

A series of ports cut in the circumference of the cylinder liner, above the piston in its lowest position, admits air from the blower into the cylinder when the top of the piston uncovers the ports. The air is heated to approximately 1000° F. while being compressed.

Just before the piston reaches top center a charge of fuel is sprayed into the firing chamber by a unit fuel injector. The hot, compressed air ignites the fuel spray immediately and combustion continues as long as the fuel spray lasts. The resulting pressure forces the piston down in the power stroke, and as soon as the piston nears the bottom of its travel the exhaust valves open and the spent gases are released. Still further downward movement of the piston uncovers the liner ports to admit air charge,

and cycle is repeated. The entire combustion cycle is completed in each cylinder for each revolution of the crankshaft, hence the "two-stroke cycle."

It can be seen from the preceding description that while the mechanic is not to be concerned with carburetor and ignition systems when tuning a diesel, he will have to do with injectors, valve lash, a couple of governors, fuel pump, etc. As space would not permit full discussion of repair work on these units, brief mention will be made of how the work is done, and those not having proper equipment for the complete job may sublet this portion to someone having the equipment to properly make repairs, so the unit can be returned to the engine in working condition.

The tune-up operations are made in the following order:

- 1.—Lash exhaust valves.
- 2.—Time injectors.
- 3.—Set governor spring plunger gap.
- 4.—Adjust injector rack control levers.
- 5.—Adjust engine idling speed.
- 6.—Adjust buffer spring screw.

Before starting the tune-up it is important that air cleaners are serviced; also that crankcase breather tube and air box drains be clean and unobstructed. Air box drains can be cleaned with compressed air. Caution: Remove or at least loosen an air box hand hole cover; otherwise blower or end plate may be damaged by excessive air pressure.

A special compression gauge can be used to check condition of valves and rings before tune-up. Injection depends on condition of the injectors, injector operating mechanism and an adequate supply of clean fuel oil of specified requirements.

Adjust Valve Lash (Engine Not Running)

Note: Whenever a push rod has been disconnected from the clevis, push rod must be screwed back into place until end of push rod appears through clevis. If this is not done, piston may hit the head of the valve when engine is being turned, or an injector plunger may "bottom" before being properly adjusted.

To adjust valves to clearance of .009 in. between valve rocker arm and exhaust valve stem with engine at operating temp, use a .008 in. GO and .010 in. NO GO feeler gauge set. (Set governor control lever in the no-fuel position on vehicles other than those equipped with hydraulic transmission, to avoid ac-

cidental starting.) Engine can be turned by starter for first positioning and then by use of wrench on crankshaft cap bolt or at barring hole in flywheel.

Clearance should be measured when the injector rocker arm has completely depressed the injector plunger for that particular cylinder. Adjustment is made with 5/16 in. and 1/2 in. end wrench by loosening push rod lock nut with one end and turning the push rod with the other. After adjusting, the "GO" gauge should pass between the valve stem and rocker arm and the "NO GO" should not.

Time Fuel Injectors (Engine Not Running)

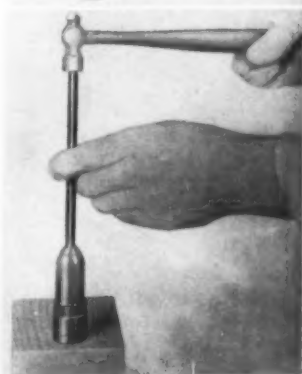
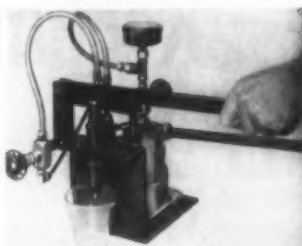
The injector follower-guide must be adjusted to a definite height to properly time the injector. Governor is set in the no-fuel, off position on all but hydraulic transmission jobs.

Turn engine clockwise until exhaust valve rocker arms are fully depressed on the cylinder on which injector is to be timed. The injector is identified by a colored tab

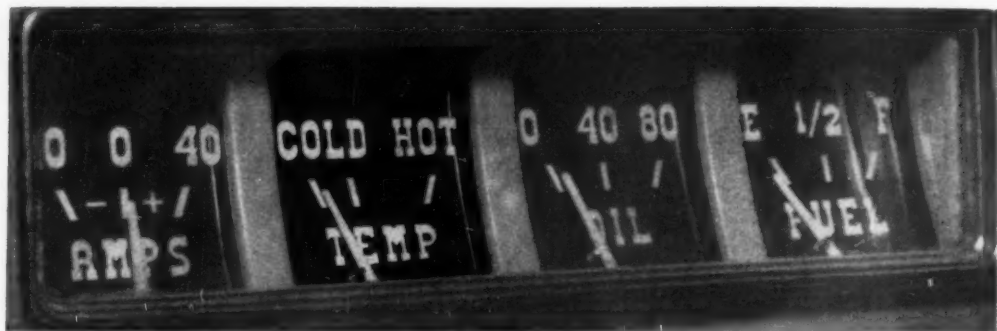
(Continued on page 176)

Below: Testing injector for pop pressure spray tip pattern and leakage on fixture J-2620.

Bottom: Injector spray tip driver and bushing cleaner J-1290.



SERVICE AND MAINTENANCE



The temperature gauge may tell the story, but no heat will come from a cold engine.

Pointers on Keeping Heat in the Cooling System

WE HAVEN'T decided which makes "them" the hottest (under the collar, we mean): The job which overheats in the summer, or the job which over-cools in the winter.

In either case "they" are hard to handle when they come in and "sound-off." Can't blame 'em tho', especially when they've paid over a "C" for one of those "all-weather" units which only gives them frost on their toes.

In the majority of cases the "all-weather" system, or heater, is not at fault. The cause is usually due to improper installation or the malfunction of the cooling system.

We recall a case where "The

Lady" kept complaining that the heater was no good. The service salesman took her at her word and three different units were installed. Was his face red when it was finally discovered that the temperature control valve linkage did not operate!

Also another case where failure to check the thermostat resulted in five unnecessary visits to the shop. Although the temperature inside the car remained cold or cool, the owner's temperature rose with each visit—and rightly so.

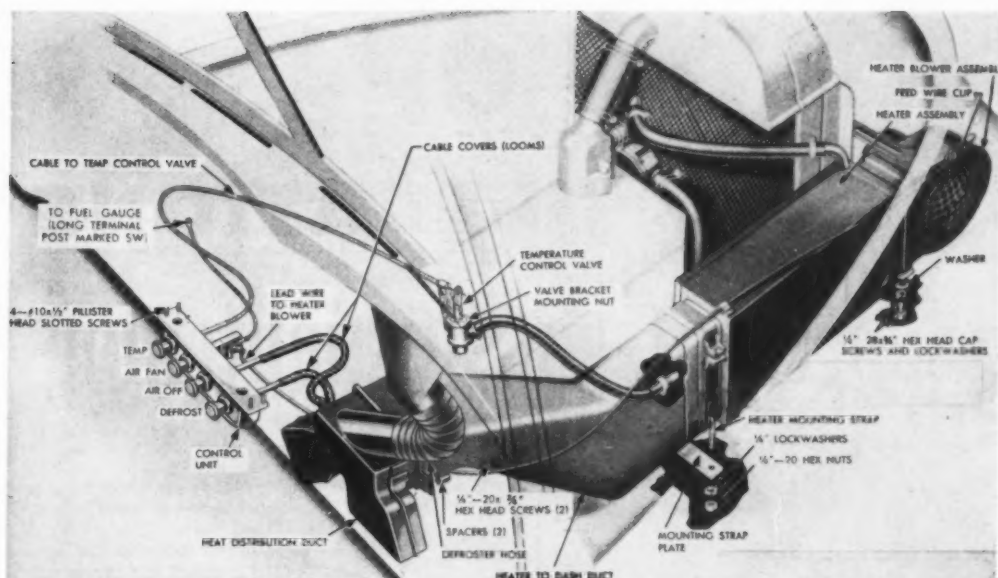
Seriously, our observation shows that we have just about as many complaints about over-cooling in the winter as we have about over-



By E. M. Lowery
Technical Editor

heating in the summer. And since the present day auto heating system will perform as advertised, the trouble is either with the installation of the heating system or the engine cooling system.

The installation of the heating system should offer no problem because complete instructions come with each package. The trouble, we think, is the failure of the mechanic to check the operation of the controls after installation. On



Mechanisms of most heating systems are rather intricate and all controls must operate efficiently.

some of the current jobs the mechanisms are rather intricate and should be thoroughly checked. Possibly the greatest trouble is with the temperature control valve which does not open, or only partly opens, thus not allowing the hot coolant to circulate through the heater core. Under this condition the heater cannot function.

If the heater and all controls are found to operate normally, then we best take a look at the temperature gauge. After the engine has been operated for a few minutes, the gauge indicator should read normal or 165° to 185°.

This unit is not always accurate and may be misleading. Let's test it:

With the engine started and running at fast idle, watch the action of the gauge to see that it indicates a gradual temperature rise. No movement of the gauge after a reasonable warm-up period may indicate that the thermostat is stuck open. A sudden rise or unusually high temperature may indicate coolant shortage or freeze-up, or other serious defects in the cooling system.

The possibility of a false indication from a defective gauge should not be overlooked. To check its accuracy, insert a thermometer into the coolant in the upper radiator

tank. Stop the engine when the thermometer indicates rated full open thermostat temperature. Wait until thermometer stops rising and compare its reading with the temperature gauge on the instrument panel. The gauge should normally read within 10°F of the thermometer reading.

For a more accurate test, remove the temperature gauge thermal unit from the engine and suspend it in water which has been heated up to at least 120°F. Then

suspend the thermometer in the water and compare the thermometer reading at several temperatures with the readings of the temperature gauge taken at the same time.

If the gauge is inaccurate, it should be regulated or replaced. If the temperature does not come up to normal, then something is haywire in the cooling system. And that something is most likely to be the thermostat.

(Continued on page 110)

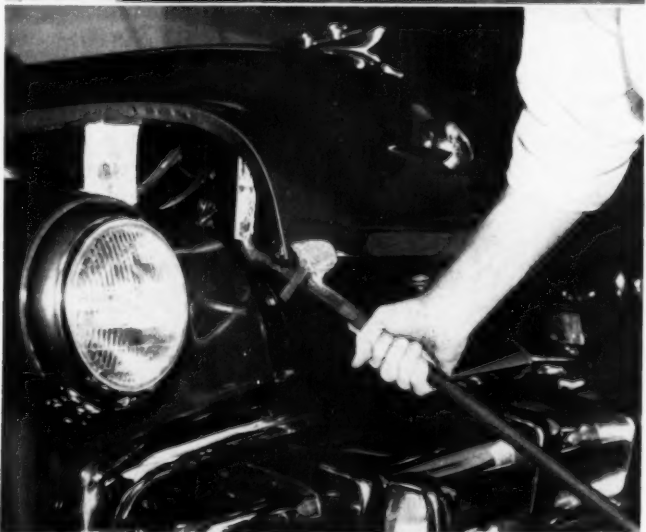
Look in this housing. Thermostat is most likely cause of over-cooling.



BODY-SHOP OPERATIONS

Short Cuts in Straightening

By E. M. Lowery
Technical Editor



Top: Fig. 1—Bend the hood hinge flange down until the desired clearance is obtained.

Bottom: Fig. 2—This view shows the same tool being used when only slight misalignment is evident.

WE OFTEN marvel at the beautiful contours and curves which our engineers have built into the bodies of the current model passenger cars.

Never before have we had such beautiful designs; in fact, they are so beautiful that the misalignment of any section, even though it be a small fraction of an inch, causes the proud owner great concern. This concern is usually voiced in no uncertain terms to the service man.

Trying to convince the owner that his car is a product of mass production which allows certain plus and minus tolerances, otherwise it would cost twice as much, gets the service man nowhere, so he takes over and promises to get all sections in perfect alignment. Such a promise is sometimes quite difficult to fulfil.

The body-shop mechanic, unless familiar with certain body panel aligning technique, may spend many hours and accomplish nothing.

Since the hood is in view of the driver at all times any misalignment of this part usually causes the most complaints. If the hood is out of alignment it should be examined closely to determine where the trouble is before any adjustments are attempted. The clearance between the rear edges of the hood and the upper and lower cowl panel should be checked. Should the hood extend to the front edge of the doors, check the clearance there. The clearance with the front fenders should also be checked.

Raise and lower the hood to see whether it has enough clearance at the upper cowl panel and does not catch. (Paint flaked off cowl at this point indicates that clearance is not enough.)

The alignment of the front end of the hood must also be checked; namely, fenders, grille and striker plates.

Never take anything for granted—measure to make sure. Most hood misalignment can be corrected by adjusting the hood hinges. This adjustment is simple when done correctly.

The special "home-made" tool shown in Fig. 1 and Fig. 2 is very handy when only slight misalignment is evident.

There are several built-in hood adjustments, such as:

1. The hood hinge brackets which are attached to the body and have enlarged holes for the fore-and-aft movement.

2. The horizontal slots in the sides of the hood where the hinges are attached for sidewise movement.

3. The latch dowel at the front of the hood which controls fit and ease of opening.

Adjustment Procedure

Front edge of hood higher than fenders:

This condition can usually be corrected by adjusting height of the striker in the upper half of the lock assembly.

Hood-to-cowl clearance:

When the hood-to-cowl clearance is too small, loosen the bolts which hold the hinges to the body and move the hinges forward. It may be necessary in some cases to elongate the holes in the cowl to gain additional forward movement. Care should be taken so as not to move the hood too far forward and throw the hood out of alignment at the front end where the hood meets the front fenders and grills. If sufficient clearance cannot be obtained by moving the hood forward and still maintain alignment with the front sheet metal, it may be necessary to trim the rear edge of the hood.

This is easily done by applying



Fig. 3—Slight misalignment of the trunk-lid upper corners may be corrected by using this improvised tool.

one or more layers of masking tape to the hood edge to be trimmed to prevent damage to the paint when removing the necessary amount of metal. This operation is seldom necessary if all clearances are equalized around the hood by careful fitting.

Hood-to-cowl fit:

Improper positioning of the hood at the hood strainer bolts can cause one side of the hood to fit too tightly and the opposite side to fit too loosely. The tight side may even be drawn below the cowl contour. This usually can be corrected by loosening the bolts and equalizing the hood area so that the hood fit is equal on each side in relation to the cowl section.

Equalizing the fit may result in the rear edge of the hood being higher than the cowl surface. The hood can be made to conform to the contour of the cowl by bending the strainer bar downward. This operation may cause the rear corners of

the hood to rise higher than the contour of the fenders. Bend the hood hinge flange down until the desired clearance is obtained. (See Fig. 1.)

Hood-to-fender fit—left or right side:

When the contour of the hood is lower than the contour of the fender, the edge of the hood can be made to conform with the edge of the fender. Place a small piece of wood between the fender flange and the hood. Close the hood slowly and apply reasonable pressure. Repeat this operation every six inches along the edge of the fender flange until the contour of the hood conforms with the contour of the fender.

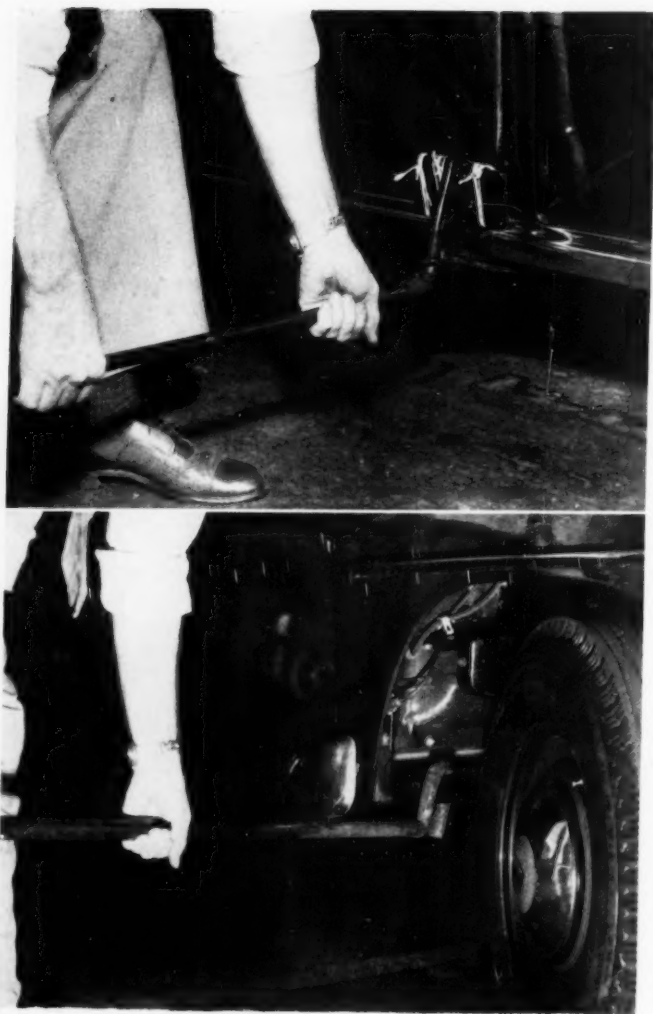
Hood-to-fender clearance at rear section is important. Should clearance be excessive, loosen the fender to cowl bracket bolts and position fender to cowl until no clearance remains. Should the fender be moved in to where the contour of the door and fender is affected, it will be necessary to move the door inward on the hinges until the contour of the door conforms with the contour of the fender.

Aligning Trunk Lids

The reasons for trunk-lid misalignment are numerous. The trunk-lid opening may be out of square

December: Door and Window Glass Regulators

Next month Technical Editor Ed Lowery takes on a pretty tough assignment: Door and window glass regulators, door lock and remote-control service. You can anticipate earthy suggestions.



Top: Fig. 4—This tool will work wonders where the lower part of the door does not conform with contour of body.

Bottom: Fig. 5—This "home-made" tool makes it easy to align front (as shown here) or rear bumpers.

and not lined up properly. The hinges may be bent, and sometimes the lid is forced shut when the trunk is too full, especially on one side. A rear fender or quarter panel may have been damaged, pushing the trunk side panel in or down, leaving opening low on one side.

On some models the brace at the front of the trunk may have loosened and allowed the trunk lid to get out of square. Trunk lid hinges are usually adjustable up and down

and sideways. When hinges are stationary they may be bent to make them line up.

Whatever the reason, the trunk lid can be lined up as follows:

Check closely the clearance around the trunk lid, high corners, lid higher at the top than the body. Loosen the trunk lid on the hinges to obtain the proper clearance around the lid. Adjust the striker plate by moving it in until there is a slight pressure on the rubber to make a water-tight seal.

Measure the trunk-lid opening diagonally from all corners to determine if the opening is square. The opening can be squared by using a hydraulic jack.

When one lower corner is out of alignment, open trunk lid and sight to determine if lid is twisted. To straighten a twisted lid, place a wooden block under the low corner and press down on the high corner. If the lid is not twisted and one lower corner is high, jack up the upper corner of the opening opposite low corner.

If the top of the lid is higher than the body, check to see if the hinges are adjustable at both sides. Where the hinges are adjustable, loosen both hinges on the body and move the hinges toward the front of the car to adjust the lid for the proper clearance. If the hinges are not adjustable, remove the trunk lid and bend the hinges down until trunk lid and body are flush.

Slight misalignment of the trunk-lid upper corners may be corrected by using the improvised tool shown in Fig. 3.

Aligning Doors

Misalignment of doors is quite a problem. Not only do they stand out like a "sore thumb" but they also cause water and dust leaks. Fig. 4 shows another improvised tool which will work wonders where the lower part of the door does not conform with contour of body.

By placing a small wooden block between the upper section of the door and the body and pressing in on the lower section, the contour of the door is easily changed. Care should be used so that the door is not bent too much.

Door alignment also affects door opening and closing. Hard door opening and closing is very annoying to the passengers.

Several conditions may be the cause. The dove tails and striker plates may be dry and beginning to cut. Dry lubricant or "door-eze" applied to these parts will usually correct this condition. However, if the doors are sagged, major adjustment of the door hinges may be necessary. If the doors are sagged, the dove tails will not line up. This makes the doors hard to open and close.

When a corner of the door is in too far, closing will be difficult; when the door is too far in on the hinge side, it will catch an adjoining panel and the paint will be chipped. All of these conditions can be corrected with hinge adjust-

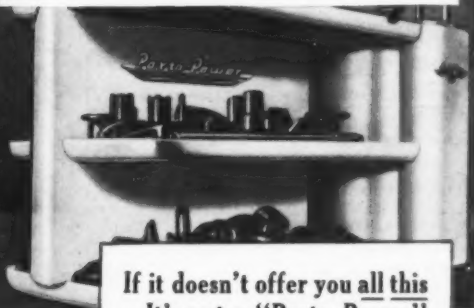
(Continued on page 114)

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Only with "Porto-Power" can you get *all* the PUSH and PULL attachments and hydraulic rams demanded by body experts. Check any body jack line — item for item! *Nothing even closely equals "Porto-Power"!* This Jobber Display (left) dramatizes the "Porto-Power" completeness that spells *profit-power* for your shop.



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CURRENT PASSENGER-CAR SPECIFICATIONS

Engine and Equipment

MAKE AND MODEL	Std. Wheelbase	ENGINE												
		No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Crankshaft Drive	Main Bearings	RINGS		OIL (Cranks- case Qty.)	Air Cleaner	Oil Filter	Vibra. Damper	Carburetor
								No. and Size Comp.	No. and Size Oil					
BUICK 40 Special BUICK 50 Super (except Model 52)	121 1/2 121 1/2	8I	3 1/4 x 4 1/2	32.51	120@3600 124@3600	Ch	5	2-.0937	1-1.875 1-1.865	6 1/2	OB	Y	Y	St-Ca
BUICK Model 52	125 1/2	8I	3 1/4 x 4 1/2	32.51	124@3600	Ch	5	2-.0937	1-1.865 1-1.875	6 1/2	OB	Y	Y	St-Ca
BUICK 70 Roadmaster (except Model 72)	126 1/4	8I	3 1/4 x 4 1/4	37.81	152@3600	Ch	5	2-.0937	1-1.875 1-1.865	8	OB	Y	Y	St-Ca
BUICK Model 72	130 3/4	8I	3 1/4 x 4 1/4	37.81	170@3800	Ch	5	2-.0937	1-1.865 1-1.875	8	OB	Y	Y	St-Ca
CADILLAC 62	126	V8I	3 1/4 x 3 3/4	46.5	190@4000	Ch	5	2-.0781	1-1.875	5	OB	N ¹	Y	Ca-RP
CADILLAC 60 (Fleetwood)	130	V8I	3 1/4 x 3 3/4	46.5	190@4000	Ch	5	2-.0781	1-1.875	5	OB	N ¹	Y	Ca-RP
CADILLAC 75	146 3/4	V8I	3 1/4 x 3 3/4	46.5	190@4000	Ch	5	2-.0781	1-1.875	5	OB	N ¹	Y	Ca-RP
CHEVROLET Styline & Fleetline Special & DeLuxe	115	6I	3 1/4 x 3 1/2	29.4	92@3400	G	4	2-.1237	1-1.863	5	OB	N ¹	Y	RP
CHEVROLET Styline & Fleetline (with Powerglide Drive)	115	6I	3 1/4 x 3 1/4	30.4	105@3600	G	4	2-.1237 1-.0932	1-1.863	5	OB	N ¹	Y	RP
CHRYSLER Windsor & DeLuxe	125 1/2	6L	3 1/4 x 4 1/2	28.36	119@3600	Ch	4	2-.0937	2-1.562	5	OB	Y	Y	Ca
CHRYSLER N. Y. & Imperial	131 1/2	V8I	3 1/4 x 3 3/4	46.51	180@4000	Ch	5	2-.0781	2-1.875	5	OB	Y	Y	Ca
CHRYSLER Crown Imperial	145 1/2	V8I	3 1/4 x 3 3/4	46.51	180@4000	Ch	5	2-.0781	2-1.875	5	OB	Y	Y	Ca
CROSLEY Model CD	80	4I	2 1/2 x 2 3/4	10	26.5@5400	G	5	2-.0625	2-1.55	2	OB	Y	N	T
De SOTO S-15 DeLuxe & Custom	125 1/2	6L	3 1/4 x 4 1/2	28.36	116@3600	Ch	4	2-.0937	2-1.562	5	OB	Y	Y	Ca
De SOTO S-17 Fire Dome	125 1/2	V8I	3 3/4 x 3 1/2	42.05	160@4400	Ch	4	2-.078	2-1.86	5	OB	Y	Y	Ca
DODGE Wayfarer	115	6L	3 1/4 x 4 1/2	25.35	103@3600	Ch	4	2-.0937	2-1.562	5	OB	N	Y	St
DODGE Coronet & Meadow	123 1/2	6L	3 1/4 x 4 1/2	25.35	103@3600	Ch	4	2-.0937	2-1.562	5	OB	N	Y	St
FORD Main. & Cust. 6	115	6I	3.56 x 3.60	30.4	101@3500	Ch	4	2-.0935	1-1.865	4	DM	Y	N	Ho
FORD Main. & Cust. 8	115	V8L	3.19 x 3.75	32.5	110@3800	G	3	2-.0935	2-1.865	4	DM	Y	N	Ho
FRAZER Std. & Man.	123 1/2	6L	3 1/4 x 4 1/2	26.3	115@3650	Ch	4	2-.0925	2-1.550	5 1/2	OB	Y	Y	Ca
HUDSON Pacemaker	119 3/4	6L	3 1/4 x 3 3/4	30.45	112@4000	Ch	4	2-.078	2-1.86	7	OB	Y	Y	Ca
HUDSON Commodore 6	123 1/4	6L	3 1/4 x 4 1/2	30.45	127@4000	Ch	4	2-.078	2-1.86	7	OB	Y	Y	Ca
HUDSON Commodore 8	123 3/4	8L	3 x 4 1/2	28.8	128@4200	G	5	2-.0925	2-1.87	7	OB	Y	Y	Ca
HUDSON Hornet	123 3/4	6L	3 1/4 x 4 1/2	34.88	145@3800	Ch	4	2-.078	2-1.86	7	OB	Y	Y	Ca
KAISER Spec. & DeLuxe	118 1/2	6L	3 1/4 x 4 1/2	26.3	115@3650	Ch	4	2-.0925	2-1.550	5 1/2	OB	Y	Y	Ca
HENRY J	100	4L	3 1/2 x 4 1/2	15.63	68@4000	G	3	2-.0925	1-1.86	4	OB	N ¹	Y	Ca
HENRY J DeLuxe	100	6L	3 1/2 x 3 3/4	23.44	80@3800	G	4	2-.0925	1-1.86	5	OB	N ¹	Y	Ca
LINCOLN Cosmopolitan	123	V8I	3.80 x 3.5	46.2	160@3900	Ch	5	2-.0775	1-1.86	5	OB	Y	Y	Ho
LINCOLN Capri	123	V8I	3.80 x 3.5	46.2	160@3900	Ch	5	2-.0775	1-1.86	5	OB	Y	Y	Ho
MERCURY	118	V8L	3.19 x 4	32.5	125@3700	G	3	2-.0930	2-1.86	4	DM	Y	N	Ho
NASH Statesman	114 1/4	6L	3 1/4 x 4 1/2	26.1	88@3800	Ch	4	2-.0930	2-1.547	5	OB	N	Y	Ca
NASH Ambassador	121 3/4	6I	3 1/2 x 4 1/2	26.1	120@3700	Ch	7	2-.0930	2-1.547	6	OB	N	Y	Ca
NASH Rambler	100	6L	3 1/2 x 3 3/4	25.1	82@3800	Ch	4	2-.0930	2-1.547	5	OB	N	Y	Ca
OLDSMOBILE DeLuxe 88	120	V8I	3 1/4 x 3 3/4	45.0	145@3600	Ch	5	2-.078	1-1.86	5	OB	N ¹	N	Ca-RP
OLDSMOBILE Super 88	120	V8I	3 1/4 x 3 3/4	45.0	160@3600	Ch	5	2-.078	1-1.86	5	OB	N ¹	N	Ca-RP
OLDSMOBILE Classic 98	124	V8I	3 1/4 x 3 3/4	45.0	160@3600	Ch	5	2-.078	1-1.86	5	OB	N ¹	N	Ca-RP
PACKARD "200"	122	8L	3 1/2 x 3 3/4	39.2	135@3600	Ch	5	2-.0937	1-1.875	7	OCM	Y	Y	Ca
PACKARD "300"	127	8L	3 1/2 x 4 1/2	39.2	130@3600	Ch	5	2-.0937	1-1.875	7	OB	Y	Y	Ca
PACKARD "400"	127	8L	3 1/2 x 4 1/2	39.2	155@3600	Ch	9	2-.0937	1-1.875	7	OB	Y	Y	Ca
PLYMOUTH P-22 Concord	111	6L	3 1/4 x 4 1/2	25.35	97@3600	Ch	4	2-.0937	2-1.562	5	OB	Y	N	Ca
PLYMOUTH P-23 Cambridge and Cranbrook	118 1/2	6L	3 1/4 x 4 1/2	25.35	97@3600	Ch	4	2-.0937	2-1.562	5	OB	Y	N	Ca
PONTIAC 6 Model 25	120	6L	3 1/4 x 4	30.4	100@3400	Ch	4	2-.0937	1-1.875	5*	OB	N	Y	RP
PONTIAC 8 Model 27	120	8L	3 1/4 x 4	30.4	118@3600	Ch	5	2-.0937	1-1.875	5*	OB	N	Y	Ca
STUDEBAKER Champion 10C	115	6L	3 x 4	21.6	85@4000	G	4	d	1-1.562	5	OB	A	Y	Ca
STUDEBAKER Commander H	115	V8I	3 1/4 x 3 3/4	36.4	120@4000	G	5	2-.078	1-1.865	6	OB	Y	Y	St
STUDEBAKER Land Cruiser H	119	V8I	3 1/4 x 3 3/4	36.4	120@4000	G	5	2-.078	1-1.865	6	OB	Y	Y	St
WILLYS Jeepster & Sta. Wag.	104	4F	3 1/4 x 4 1/2	15.6	72@4000	G	3	2-.0937	1-1.875	4	OB	N ¹	Y	Ca-Zn
WILLYS Jeepster & Sta. Wag.	104	6I	3 1/4 x 3 1/2	23.4	75@4000	G	4	2-.0937	1-1.875	5	OB	N ¹	Y	Ca-Zn
WILLYS Aero Ace & Aero Wing	108	6F	3 1/4 x 3 1/2	23.4	90@4200	G	4	2-.0937	1-1.875	5	OB	N ¹	Y	Ca

ABBREVIATIONS

*-Radial
A-Accomory
Ca-Carter
Ch-Chain

DM-Dry Mesh
d-Top .0937, Middle .125
F-F Head motor
G-Gear
Ho-Holley

I-Valve in head
j-"88," 119 1/2; "98", 122
L-L head
N¹-Optional at extra cost

N-No
OB-Oil bath
OCM-Oil-coated mesh
RP-Rochester Products

St-Stromberg
T-Tillotson
Y-Yes
Zn-Zenith

**THERE'S
NO
QUESTION**

Schofield's LEADERSHIP IN PANELS



Thousands and Thousands of Body Men from Coast to Coast PREFER Schofield Panels...

Because, "They Fit and Do a Better Job Quicker."

Quicker Installation Means More Jobs, Better Work... and at a Greater Profit.

The Schofield System is the New Modern Time-Saving Method of Repairing Badly Damaged and Rusted-out Body Panel Sections.

Since the First Schofield Panel was pioneered years ago, we have been constantly alert to meet the changing and increasing needs of our friends, the Body Repairmen from Coast to Coast.

Among the 300 Panels illustrated on our "Select-O-Chart" and 1952 Supplemental "Select-O-Chart" there are 71 Schofield Panels for late model cars from 1949 to 1952 inclusive. The Schofield "Select-O-Charts" simplify ordering and show at a glance WHAT SCHOFIELD® PANELS TO USE and WHERE THEY GO.

JOBBERs and PROSPECTIVE JOBBERs
... write for NEW 1952 Schofield "Select-O-Charts" and latest Literature.

**MOST COMPLETE
LINE OF PANELS
AVAILABLE**

**CONSISTENT
HIGH QUALITY
IN EVERY PANEL**

**PRECISION DIE
FORMING**

**CONTINUOUS
DEVELOPMENT
OF NEW PANELS**

**THERE IS A
SCHOFIELD® PANEL
FOR MOST OF THE
"RUSTING OUT" AND
BADLY DAMAGED
BODY SECTIONS**

**EVERY ONE OF THE
MORE THAN 300
SCHOFIELD BODY
REPAIR ITEMS IS
MANUFACTURED
IN OUR OWN PLANT**

Look for the Name
"SCHOFIELD® PANEL"
on Every Panel.

**GET
FREE 1952
"SELECT-O-CHART"**

Schofield Manufacturing Company
1140 East 222nd Street
Cleveland 17, Ohio

Ask your jobber for the New Schofield "Select-O-Chart," or send coupon to us today, and we'll rush it to you.

NAME.....
ADDRESS.....
CITY..... ZONE..... STATE.....
NAME OF YOUR JOBBER.....



SCHOFIELD MFG. CO.

Autobody Replacement Panels... They Fit

1140 E. 222nd

CLEVELAND 17, OHIO

CURRENT PASSENGER-CAR SPECIFICATIONS

Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING								Battery	Clutch Facings				Brakes		
	Breaker Gap (in.)	Cam Angle (degrees)	Breaker Point Tension (ozs.)	Spark Plug Gap (in.)	Tapped Clearance Intake (in.)	Tapped Clearance Exhaust (in.)	Intake Valve Opens before TDC (in.)	Cyl. Head Bolt Tension (ft. lbs.)		Cap. and Ter. Gd.	Cool. System (Qts.) No Heater	Make	Thickness	Outside Diameter	Inside Diameter	Type
BUICK 40 Special.....	12 1/4-17 1/4	50X	10-23	23-28	04	04	12 1/2	63-73	100N	12	O	125	10	6	H	RW
BUICK 50 Super.....	12 1/4-17 1/4	50X	10-23	23-28	04	04	14 1/2	63-73	100N	12	O	125	10	6	H	RW
BUICK 70 Roadmaster.....	12 1/4-17 1/4	50X	10-23	23-28	04	04	14 1/2	63-73	100N	12	O	125	10	6	H	RW
CADILLAC 60, 62 & 75.....	10-15	31	19-23	35	au	au	14 1/2	70	115N	19	L	137	11	7	H	RW
CHEVROLET Styline and Fleetline Sp. & DeLuxe.....	18	34	17-21	35	06h	13h	1 1/2	70-80W	100N	15	O	135	9 1/4	6 1/2	H	RW
CHEVROLET Sty. & Fleet. (with Powerglide Drive).....	18	34	17-21	35	d	d	16 1/2	70-80W	100N	15	Non	125	9 1/4	6 1/2	H	RW
CHRYSLER Wind. & DeLuxe.....	18-20	34 1/2-38	17-20	35	08h	10h	12 1/2	65-70	120P	15	Rb	125	9 1/4	6 1/2	H	P
CHRYSLER N. Y. & Imperial.....	18-18	34-36	17-20	35	au	au	15 1/2	80-85	135P	25	Rb	125	10 1/4	6 1/2	H	P
CHRYSLER Crown Imperial.....	18-18	34-36	17-20	35	au	au	15 1/2	80-85	135P	25	Rb	125	10 1/4	6 1/2	H	P
CROSLLEY Model CD.....	20	46	17-20	25	06	09	5 1/2	No	90F	4	O	125	6 1/4	4 1/2	H	RW
DeSOTO S-15-1 DeLuxe.....	20	34 1/2-38	17-20	35	08h	10h	12 1/2	60-65	120P	15	Bb	125	10	7	H	P
DeSOTO S-15-2 Custom.....	20	34 1/2-38	17-20	35	08h	10h	12 1/2	60-65	120P	15	Bb	125	10	7	H	P
DeSOTO S-17 Fire Dome.....	17	32-36 1/2	17-20	35	au	au	12 1/2	80-85	120P	22	Bb	125	10 1/4	6 1/2	H	P
DODGE Cor., Mead. & Way.....	20	34 1/2-38	17-20	35	08h	10h	8 1/2	EW	105P	14	T	125 1/2	9 1/4	6	H	P
FORD Main. & Cust. 6.....	24-26	35-38	17-20	34-37	15h	15h	18 1/2	65-70	100P	15	L	125	9 1/4	6	H	RW
FORD Main. & Cust. 8.....	14-16	26-28 1/2	17-20	29-32	13-15c	17-19c	5 1/2	65-70	100P	22	L	125	9 1/4	6	H	RW
FRAZER Std. & Man.....	20	38	17-20	32	14	14	10 1/2	30-35c	100P	13	T	125	9 1/4	6	H	RW
HUDSON Pacemaker.....	20	39	17-20	32	08h	10h	26 7/8	60-65	100P	18 1/2	O	203	8.687	5 1/4	S	RW
HUDSON Comm. 6 & Hornet.....	20	39	17-20	32	08h	10h	26 7/8	60-65	100P	18 1/2	O	203	9.8125	6.375	S	RW
HUDSON Commodore 8.....	17	37	17-20	32	08h	10h	10 1/2	45-50	120P	18 1/2	O	203	9.8125	6.375	S	RW
KAISER Spec. & DeLuxe.....	20	31-37	17-20	32	14	14	10 1/2	30-35c	100P	13 1/2	Rb	125	9 1/4	6 1/2	H	RW
HENRY J.....	20	41 ± 1	17-20	30	16	16	5 1/2	60-65	100P	9	Bb	132	8 1/2	5 1/4	H	RW
HENRY J DeLuxe.....	20	38 ± 1	17-20	30	16	16	5 1/2	60-65	100P	9	Bb	138	8 1/2	5 1/4	H	RW
LINCOLN Cosmopolitan.....	14-16	26-28 1/2	17-20	29-32	O	O	18 1/2	J	120P	22 1/2	Ne	125	10	6 1/2	H	RW
LINCOLN Capri.....	14-16	26-28 1/2	17-20	29-32	O	O	18 1/2	J	120P	22 1/2	Ne	125	10	6 1/2	H	RW
MERCURY.....	14-16	26-28 1/2	17-20	29-32	13-15c	17-19c	5 1/2	J	100P	22 1/2	Bb	125	10	6 1/2	H	RW
NASH Statesman.....	22	31-37	17-21	30	15h	15h	6 1/2	57-60	100P	K	Rb	125	8	5 1/4	H	RW
NASH Ambassador.....	22	31-37	17-21	30	15h	18h	12 1/2	67-80	105P	8	Rb	125	8	5 1/4	H	RW
NASH Rambler.....	22	31-37	17-21	30	16c	18c	6 1/2	67-80	90P	11	Rb	125	8	5 1/4	H	RW
OLDSMOBILE 88 & 98.....	16	26-33	19-23	30	au	au	13 1/2	60-70W	115N	21 1/2	L	136	10.5	7	H	RW
PACKARD "290".....	17	Z	17-20	23-28	07h	10h	15 1/2	60-62	100P	20	L	125	10	6 1/2	H	RW
PACKARD "300".....	17	Z	17-20	23-28	au	au	15 1/2	60-62	100P	20	L	125	10 1/2	6	H	RW
PACKARD "400".....	17	Z	17-20	23-28	au	au	15 1/2	60-62	120P	20	au	125	10 1/2	6	H	RW
PLYMOUTH P-22 Concord.....	20	34 1/2-38	17-20	35	10h	10h	12 1/2	65-70	100P	13	T	125	9 1/4	6 1/2	H	P
PLYMOUTH P-23 Cambridge and Cranbrook.....	20	34 1/2-38	17-20	35	10h	10h	12 1/2	65-70	100P	13	T	125	9 1/4	6 1/2	H	P
PONTIAC 6 Model 25.....	22	37	17-20	23-28	11h	13h	5 1/2	60W	100N	18 1/4	L	125	9 1/4	6	H	RW
PONTIAC 8 Model 27.....	16	30	19-23	23-28	11h	13h	5 1/2	60W	100N	19 1/2	L	125	10	6 1/2	H	RW
STUDEBAKER Champ. 10G.....	20	38	17-20	22-27	16c	16c	15 1/2	46-50W	100P	10	Bb	125	8	5 1/4	H*	RW
STUDEBAKER Comdr. H.....	13-18	22-29	17-20	33-37	14-16	14-16	11 1/2	46-50W	100P	17 1/4	Bb	125	9 1/4	6	H*	RW
STUDEBAKER Land C. H.....	13-18	22-29	17-20	33-37	14-16	14-16	11 1/2	46-50W	100P	17 1/4	Bb	125	9 1/4	6	H*	RW
WILLYS Jeepster & Sta. Wag.....	20	51	17-21	30	18	16	9 1/2	60-65	100N	11	Bb	135	8 1/2	5 1/4	H	RW
WILLYS Jeepster & Sta. Wag.....	20	38 1/2	17-21	30	14	14	5 1/2	60-65	100N	9	Bb	135	8 1/2	5 1/4	H	RW
WILLYS Aero Ace & Aero Wing.....	20	39	17-20	30	18	16	9 1/2	60-65	100N	11	T	135	8 1/2	5 1/4	H	RW

ABBREVIATIONS

1-10" on DeLx. with std. 3-speed transmission.
2-Total dwell for two points; 26° to 28° for each breaker.
3-Hydra-Matic Trans. Std. on 62-60 Series.
4-Each point. Total effective dwell 34° to 36°.
5-114 with Auburn facing

6-6" on Windsor DeLx.
7-Self-adjusting, self-centering.
a-After
au-Automatic
b-Before
Bb-Borg & Beck
c-Cold
d-Hydraulic valve lifters
E-Nuts 52 to 57, cap screws 65 to 70

f-Without heater. With heater add 1 qt.
H-Hydraulic
h-Hot
J-85 on cast-iron head, 46 on aluminum head
K-Statesman 15, Ambassador 18 with heater
L-Long Mfg.

N-Negative
O-Over
P-Positive
Pa-Propeller shaft, rear transmission
RW-Rear service brake
S-Duo Servo
T-Borg & Beck, or Auburn

U-Auto-Lite 17-20, Delco 17-21
W-Warm
X-Do not recommend using dwell meter for setting breaker point gap
y-Tolerance of one degree, plus or minus, allowed in adjusting
Z-Auto-Lite 27, Delco 31

**Over 100 years of
transportation pace-setting
on the
roadways of the world**



1852 ★ Studebaker ★ 1952

Along Federal Row

Steel Allotment Is Inadequate, Parts Manufacturers Tell NPA

Unless sufficient additional steel is allocated to them for the first quarter 1953 production, a serious shortage of parts for passenger

cars, trucks, trailers and buses is likely to develop, manufacturers of automotive replacement parts have told NPA.

Their first quarter allotment of steel, 60 per cent of what it was in the third quarter of 1952, is wholly inadequate, the manufacturers said.

Sale of parts boomed in August and September and inventories today are almost depleted, the parts manufacturers said. The backlog of orders is steadily growing with a consequent shrinking of dealers' stocks and an acceleration of new orders, they told NPA.

With steel allotments sufficient to produce only 630,000 cars and 160,000 trucks in the first quarter, the committee said, the demand for replacement parts will be greater next year.

Gears, axles, drive shafts and leaf springs were described as being in inadequate supply.

Parts makers asked for at least 40 per cent more steel for the first three months of 1953.

PRICING PASSENGER CARS

Changes in the method which manufacturers use in determining the ceiling prices on new products have been announced by the OPS.

The changes are designed to expedite the establishment of ceiling prices for new items by providing OPS with more complete information on the original application form.

ADJUSTING TRUCK STANDINGS

Adjustments in the "percentage-of-industry" standings of truck manufacturers, based primarily on each firm's factory sales during the 11-month period ended May 31, 1952, have been announced by NPA. June was omitted from consideration because of the steel strike.

The total amount of materials that will be redistributed among the companies according to their new percentages is 3.12 per cent.

Although the authorized level of truck production in recent quarters has been 300,000 units, the most the industry has been allowed to build in any single three-month period has totaled 285,000 vehicles, NPA said.

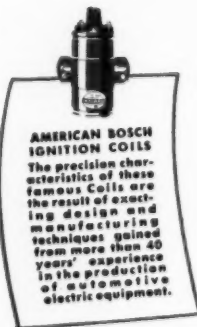
"Percentage-of-industry" standings are appraised periodically.

GENERATE Sales REGULATE Inventory THIS Profitable WAY



Most every car can be handled with this "3 for ALL" Generator Regulator Kit! It's complete with replacement data and installation instructions in a shipping container that converts to an attractive counter display. Use it to keep service sales UP and inventory DOWN.

The progressively improved performance of American Bosch Generator Regulators has been demonstrated in millions of these precision units used as original equipment. Here's the best Regulator money can buy—longer life and more permanent stability—yet priced right for replacement volume. Ask your Jobber about the "3 for ALL" KIT. American Bosch Corporation, Springfield 7, Massachusetts.



AMERICAN BOSCH





5 million fibres IN EVERY OUNCE

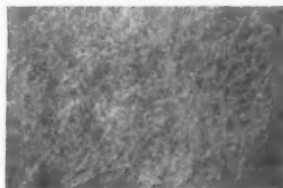
**Laboratory Tested . . . Field Tested . . . Sales Tested
... Finest Oil Filtering Medium Yet**

Here's the big news in oil filtration—Hastings gets oil cleaner, keeps oil cleaner for a longer time.

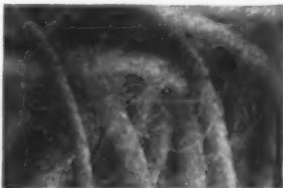
Hastings gives you an entirely new filtering medium—Densite—made from many millions of specially selected raw cotton fibres interlocked in every direction. Every fibre works independently, exposing its entire surface to the oil. The cartridge filters efficiently until every surface of every fibre is completely coated.

This cartridge has passed rigid tests—including those supervised by Pittsburgh Testing Laboratory. Hundreds of thousands of miles of field operation have proved it filters oil faster, better, longer. Sales tests in dozens of widely-varied markets prove car-owners want it, buy it, like it.

Certainly Hastings does more work, has more "sell." Be first in your territory with this new filter cartridge. Send for illustrated catalog.



Densite Filtering Material (enlarged 25 diameters)—Note the extreme density of the fibres, the microscopically tiny openings through which oil must travel, the tremendous surface area of fibres to which dirt adheres.



Cotton Waste Type Medium (enlarged 25 diameters)—Note the comparatively large spaces through which oil and dirt may pass. Compare the number of separate fibres and the area of fibre surfaces.



Paper Pack (enlarged 25 diameters)—Note the "spotty" construction, fibres heavy in certain areas, sparse in others. Paper is only a few thousandths of an inch thick. Light spots are voids through which dirt particles may pass.

OIL FILTER DIVISION - HASTINGS MANUFACTURING CO., HASTINGS, MICHIGAN

Oil Filters, Piston Rings, Spark Plugs, Castile, Druot

Heat in Cooling System

(Continued from page 99)

Why the Thermostat?

Normally minimum water temperatures in the cooling system are automatically maintained by a thermostatic valve that remains closed until a specified coolant temperature is reached. This thermostat is usually located in the cylinder-head water-outlet connection. The opening and closing of the valve is controlled by the temperature of the

coolant in the cooling system.

During the warm-up period the thermostat valve is closed, and the water pump circulates the coolant throughout the cylinder block only.

December: GM's Power Steering

There's increasing interest in power steering. Next month Ed Lowery will tackle the servicing and maintenance of the power steering on GM's 1952 Cadillac, Buick and Oldsmobile models.

When the coolant reaches a temperature of approximately 140°F, the thermostat valve starts to open and is fully open at the specified temperature, usually at 160° or 180°F.

The 180°F, or higher, is recommended for satisfactory operation of the hot-water heater.

Some thermostats have internal or external adjustments that permit setting to whatever temperature is desired for the particular application.

How Do We Test the Thermostat?

Hang the thermostat by its frame in container of water so that the unit does not touch the bottom of the container. Heat the water and measure the temperature with an accurate thermometer.

If the valve opens at a temperature more than 10°F below the specified opening, or does not open at a temperature of about 10° to 15° above specified opening, the thermostat should be replaced. If the thermostat valve can be pulled or pushed off its seat with slight pressure the thermostat may be considered defective and should be replaced.

Not only does over-cooling prevent desired heater operation, it also has its effect on engine operation. Continuously low engine operating temperature wastes fuel, increases engine wear and causes oil sludge and corrosion of engine parts.

Over-cooling may be caused by vehicle operating conditions, as well as by improper conditions within the cooling system itself. One common cause is short periods of vehicle operation. (Maybe you can remember some of these cases, where they complain that they arrive at the office before the heater starts to function.) We'll buy the Army's rule for that one—"Bring the engine to normal operating temperature before beginning the run."

Whatever the cause, we gotta keep 'em cool when it's hot and warm when it's cold. *Let's do it!*

... TUTHILL SPRINGS ...

**FIRST
LAST
ALWAYS**

For 70 years, Tuthill has been first in keeping pace with newest developments in the manufacture of replacement springs. Now ... treated with MOLYBDENUM DISULPHIDE (MoS₂) ... Tuthill is first to offer springs that won't squeak or gall!

Since 1880, only the finest quality alloy steel obtainable has been used in manufacturing Tuthill Springs ... heat treated for greater strength, to take more abuse and last years longer!

Tuthill Springs are profitable to handle ... always in demand because they're dependable and priced right.

To get premium quality without paying premium prices—whether it's a spring for heavy-duty trucks or easy-riding cars—you can rely on Tuthill first, last, and always!

Ask your Jobber for a FREE copy of our Car Application Wall Chart.



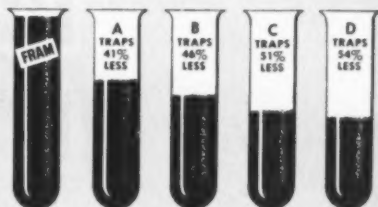
**TUTHILL
SPRING CO.**
760 WEST POLK STREET • CHICAGO 7

Warehouse Stocks
Available in
Atlanta, Georgia
1362 Spring Street, N. W.

TESTS PROVE THAT **FRAM** ***FILTERS*** **BEST**

RESULTS of rigidly controlled, identical laboratory tests show that Fram Cartridges remove from 69% to 114% more dirt from crankcase oil than any other cartridges tested . . . proving that Fram gets oil *cleaner*, cleans it *faster*, keeps it clean *longer* than ordinary cartridges. Here's positive proof of Fram's superiority! (See chart to the right.)

Actual Laboratory Tests Prove:
Fram Traps More Dirt than all other popular brands tested!



Yes, conclusive proof that Fram Filters Best!

EXPERIENCE proves that **Fram Sells best**



Ask your distributor how you can cash in on Fram Merchandising

Your distributor has all the details on Fram's hard-hitting point-of-sale material that helps you boost your cartridge profits. Ask him about it today! **FRAM CORPORATION**, Providence 16, R. I. In Canada: J. C. Adams Co., Ltd., Toronto, Ontario.

THOUSANDS of dealers all over the nation know through years of experience that it pays to sell the best . . . and the best is **FRAM**! Motorists everywhere know and trust the name of Fram . . . they prefer it to any other name in oil filters. That's because Fram keeps engines running longer, better, at lower cost.

And Fram performance is guaranteed . . . backed by the strongest warranty in the filter industry. Your customers *must* be satisfied or they get their money back without a question! Stock and display Fram Oil Filter Cartridges in the famous orange and black cartons . . . you'll find your cartridge sales going *UP* when your customers know you handle the **BEST**!



FRAM
OIL • AIR • FUEL • WATER
FILTERS

NEW *Amazing Single* *.....Needs No*

MAC'S

COOLING SYSTEM CLEANSER

Here's the product that will make your profits soar! Mac's COOLING SYSTEM CLEANSER—developed after extensive laboratory research and testing—is an amazing single-flush cleanser that cleans out ALL types of clogging material from the radiator and cooling system.

MORE EFFECTIVE—Mac's Cooling System Cleanser cleans thoroughly—dissolves rust, scale, greasy sludge, mineral deposits and all other types of cooling system "stoppage"!

FASTER ACTING—Mac's Cooling System Cleanser is NOT an acid... NOT an alkali—so you save up to one-half of usual service time because there is no need for neutralizer washout!

SAFE TO USE—Mac's Cooling System Cleanser contains a remarkable passivating ingredient that actually makes metal resist corrosion! 100% harmless to radiator hose, car paint, rubber, upholstery, wood, clothing or skin! Safe and ideal for use in mechanical flushing equipment!

You'll make more service sales with Mac's Cooling System Cleanser because it cleans better, is much safer to use! You'll save more profits because service time is cut almost in half since there's no need for neutralizer washout!



and Look!

MAC'S SUPER GLOSS COMPANY...

Flush Cleanser That.... Neutralizer Washout!

That Mac's is THE WORLD'S FINEST COOLING SYSTEM CLEANSER

Three segments were cut from the same dirty radiator to test the effectiveness of Mac's Cooling System Cleanser. These unretouched pictures show the results of the test.

1

The top picture shows a segment of the radiator that was not cleaned.

2

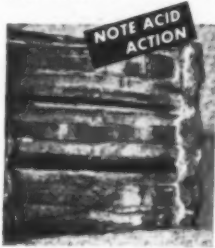
This middle segment from the same radiator was "cleaned" by boiling for 40 minutes in a solution of a leading oxalic acid type cooling system cleanser. Notice that the metal is still dirty and there is a heavy discoloration of the surface caused by the corrosive action of this product.

3

This bottom segment cut from the same dirty radiator was boiled for 40 minutes in a solution of Mac's COOLING SYSTEM CLEANSER. Notice now that after using Mac's product the segment is really clean and there is no muck left on it as in the top photograph. Also note that no corrosion deposits are left on the metal as shown in the middle photograph of the segment "cleaned" by the ordinary cleanser. Mac's COOLING SYSTEM CLEANSER contains a passivating ingredient that actually makes metal resist corrosion!



Here's more proof that Mac's is better, safer to use! A leading laboratory reports that a well-known oxalic acid type cleanser was tested and compared with Mac's COOLING SYSTEM CLEANSER. Results proved that the oxalic type product removed TWICE AS MUCH COPPER . . . 30 TIMES MORE ALUMINUM . . . and 100 TIMES MORE CAST IRON than did Mac's COOLING SYSTEM CLEANSER!



LOS ANGELES 42, CALIFORNIA

Short Cuts

(Continued from page 102)

ments, provided the door is not sprung and the opening is not out of alignment.

Aligning a Sagging Door

If necessary, remove the door trim panel and loosen the hinge bolts on the door. Close the door and line up door in the door opening. Wooden wedges placed between the door and the rocker panel may be used to hold door in alignment.

While the door is thus held, tighten the hinge bolts. Should there be a slight sag when the door is opened, due to the weight of the door resting on the wooden wedges, this can be corrected by placing a mark on the door at the end of the upper hinge bolts on the door. Raise the door slightly and tighten the hinge bolts on the door.

Should the hinge edge of the door be in or out too far, this can be corrected by loosening the door hinge to body bolts and moving the hinge in or out as may be required.

Usually it is necessary to make dovetail adjustments after hinge adjustments are made.

Fig. 5 shows another "home-made" tool which works wonders in aligning front or rear bumpers. We have seen each of these tools in use and each one can be made in your shop—and what time savers they are!

Grounding Safety Light On Recent Pontiacs

THE following item was included in a recent issue of Pontiac's *Service Craftsman News*:

A door ground wire is now needed to complete the electrical circuit of the safety light, due to the use of the new nylon door hinge pin bushings which insulate the door from the body when it is not latched shut.

The ground wire should be connected to clip on the door and clip on the pillar post. The ends of the wire should be between the two leaves of the respective clips and run outside the door check link.

An engine ground strap is temporarily being used in production until the door ground wire becomes available.

Adapting Door Lock On Sedan Delivery

THE following suggestion for adapting the rear door lock on Chevrolet Sedan Delivery models was included in a recent issue of *Chevrolet Service News*:

The rear door lock of 1949-52 sedan delivery models requires the

POWER-PUNCH

for modern engines

HOT SPARK

NIE-TRON

super heavy duty coil

The guts, the performance, the reserve power you need to meet top demands of today's improved engines. Much greater secondary output than standard coils, with hot spark at high speeds. No extra draw or overload on primary system, precluding point failure and need of high-capacity condenser. Will fire an engine on as low as 2 volts.

**NO NEED FOR HIGH CAPACITY CONDENSER
RECOMMENDED FOR ALL
6-VOLT SYSTEMS**

**MAXIMUM INSULATION
UNIVERSAL BRACKETS
FURNISHED FOR ALL
POPULAR MAKES AND MODELS
CARS, TRUCKS, BUSES,
TRACTORS**

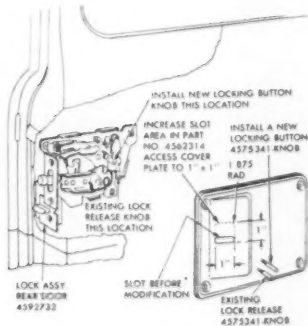


**Built for the
BRUTE JOBS of today!**

Send for Detailed Information

C.E. NIEHOFF & CO.

4925 W. LAWRENCE AVE. • CHICAGO 30, ILL.



use of a key to lock or unlock the door. We believe many operators who use the sedan delivery model will appreciate a modification which will permit the operator to lock the rear door without the use of a key.

Top Performance Tested and Proved By Car Engineers!

ROCHESTER CARBURETORS

Rochester carburetors are built to General Motors standards. Count on them for top performance! Rochester advance-design carburetors have met every test of efficiency conducted by Rochester and General Motors engineers . . . have proved their superior performance in new cars.



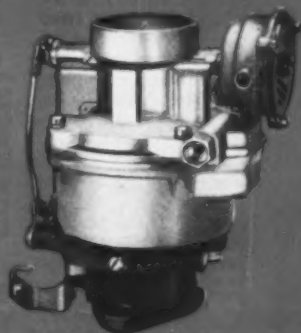
WHEN SERVICE IS NECESSARY ALWAYS USE ROCHESTER ORIGINAL EQUIPMENT PARTS

Be in position to serve the carburetor needs of the ever-increasing number of Rochester equipped cars in your neighborhood—always use Rochester original equipment service parts for complete customer satisfaction. Rochester service parts are available as individual parts or in popular repair and gasket kits.



ROCHESTER PRODUCTS

DIVISION OF GENERAL MOTORS, ROCHESTER, NEW YORK



AN EVER-EXPANDING REPLACEMENT MARKET!

Owners of millions of Chevrolets are prospects for the new manual-choke Rochester Carburetor designed for passenger cars and light trucks built since 1932 . . . the new automatic-choke Rochester for all Chevrolets built since 1937. A new automatic-choke Rochester is also available for all Chevrolets with Powerglide.

Operation and Maintenance Manual—

complete treatise on carburetion and carburetor service, profusely illustrated—available to servicemen, technicians and students, Price \$1.50.



The door lock used on the rear door of the sedan delivery is the same lock as used on the left front door of the passenger car, and the mechanism for accomplishing this modification is already available in the lock. It is only necessary to modify the lock cover plate and add a locking knob to the lock mechanism to make it possible to lock the rear door without the use of a key.

The lock cover plate identified by part No. 4562314 (see illustration) has a slot through which protrudes

an inside release knob. This knob is used to open the rear door from inside the sedan delivery body.

The present slot in the cover plate is 1" long and approximately $\frac{3}{4}$ " wide. This slot should be enlarged to make it a 1" square opening as shown. This will then expose an existing hole in the lock bell crank, into which may be assembled an additional lock knob, part No. 4575341, with standard No. 6 lock washer and No. 6-32 nut to retain the knob.

The door may then be locked

without a key by moving this lock knob toward the center of the car, then closing the door while holding the outside handle push button in.

U. S. Oil Consumption Continues to Climb

OIL consumption doubtless will continue upward and by 1960 the United States demand may reach 10,000,000 barrels daily, with total world consumption, exclusive of Russia, reaching 16,000,000 barrels daily, Sidney A. Swensrud, president of Gulf Oil Corp., told the Chamber of Commerce and Oil Men's Club in St. Louis, Mo., last month.

"The Petroleum Administration for Defense last spring estimated that in less than two years thereafter some 80,000 new oil wells would have to be drilled, some 19,000 miles of new pipelines laid, some 700,000 additional barrels of daily refining capacity added and about 150,000,000 barrels of additional storage would have to be built," he said.

This does not include expansion for production of petro-chemicals, the volume of which has already reached major proportions, he said. Some authorities believe that petroleum eventually will be the basic source of supply for half of the nation's chemicals, he stated in the address.

Brown Heads N. C. Group

F. H. Brown of Mid-South Motors, Inc., Aberdeen, N. C., has been elected president of the Moore County New Car and Truck Dealers, a new organization. C. N. Page of Southern Pines is vice-president and W. S. Taylor of Aberdeen is secretary-treasurer.

White Appoints Texan

L. T. Thompson, who had been a retail salesman for The White Motor Co. in Houston, Texas, for two years, has been named branch manager at Fort Worth. He has been active in Texas truck business for 25 years.

Fleet Men Discuss Plugs

Spark plugs were the topic for the October meeting of the Fleet Superintendents Association of Atlanta, Ga. George Baker, field engineer for Champion Spark Plug Co., was the principal speaker.

TRIPLE YOUR VOLUME!




DOOR HANDLE GUARD PLATES



- Prevents Ring Scratches
- Stops Finger Smudges
- Stops Scuff Marks



SUPER POLISH MIRROR FINISH

No other manufacturer anywhere has been able to match our super brilliant mirror finish. These new Door Handle Guard Plates are designed and manufactured by GROBOSKI INDUSTRIES, creators of the world famous Style King Door Visors, where accuracy and supreme quality are a "must."



HEAVY GAUGE STAINLESS STEEL

Each model is styled to perfectly match the car manufacturer's body trim. Designed and manufactured to look like they belong on the car. Made of rich, thick, highly polished, gleaming stainless steel. Stock these beautiful Masterpieces . . . they will ring up easy, effortless sales for you every hour of the day.



FOR POPULAR, LATE MODEL CARS

No. 101—1952 FORD, MERCURY & LINCOLN
 No. 102—1950-51 FORD, MERCURY & LINCOLN
 No. 103—FITS GENERAL MOTORS CARS with Push Button Handle
 No. 104—1949-52 PLYMOUTH, DODGE, DE SOTO & CHRYSLER

A fast selling big profit item for you. Write or wire your order Now.



Groboski INDUSTRIES

4652 South Ashland Avenue, Chicago 34, Illinois



"The longer I handle the Auto-Lite line, the more I'm sure Auto-Lite is best. They offer me an active advertising program, a huge ready-made market, and a sales leader in the Resistor type plug. You can't match that combination!"

CHARLES B. WATSON

George St. and Deer Park Ave., Babylon, New York

Dealers agree...

"AUTO-LITE SPARK PLUGS

"Auto-Lite's advertising is really paying off. More and more car owners are asking for Auto-Lite Spark Plugs... and with my complete line I can make every sale, no matter what make of car it is."

HENRY W. STARK

199 West 5th St., St. Paul, Minn.





"I'm carrying the Auto-Lite Spark Plug line today because I want a line that helps promote my sales. With programs like 'Suspense' on radio and television, and all those magazine ads, Auto-Lite is giving us the best advertising support we have ever had."

CLARENCE WINTERS
18118 Wyoming, Detroit 21, Mich.

offer the best deal!"

"The Auto-Lite line of spark plugs is the complete line for my money. I can sell all my customers when they need new spark plugs and know they will be completely satisfied with Auto-Lite and with my service. This means more customers and more sales."

A. C. BENNETT
2183 Young Ave., Memphis, Tenn.



4 FAMOUS FIXERS!

RUST MASTER'S FAMOUS FOURSOME

**KNOWN FROM COAST TO COAST
ELIMINATES SEMI-MAJOR OVERHAULS**

EASY TO USE
No Fuss • No Muss • Just Pour • No More



RUST MASTER

For removing cooling system rust and preventing new deposits . . . an ideal water pump lubricant . . . can be used with any standard anti-freeze. Rustproofs entire cooling system for one year.



CARB MASTER

Let Carb Master clean out your carburetor and fuel system in quick order, then see what a difference it will make in the car's performance . . . no dismantling necessary. Cleans carburetors new-metal clean . . . also an excellent gas tank anti-freeze . . . removes moisture from fuel system — prevents rust.



SLUDGE-MASTER

Excellent for dissolving carbon-sludge and gum, thus increasing power and pick-up. Frees sticky valves and rings — keeps them operating flexibly, finally removes sludge from crankcase.



LEAK MASTER

The newest, improved patented stop-leak on the market today. Harmless to all metal or rubber, retards rust and improves water circulation.

All four of these famous products are quick and easy to use: order your supply, now.

Send for your free copy of the Rust Master Products Manual.



PRODUCTS WORK WHILE YOU RIDE
Chemical Company
 Mfg. Chemists

56 CREIGHTON ST., CAMBRIDGE, MASS.
 THE SILENT PARTNERS OF MOTOR EFFICIENCY

All Rust Master Products are guaranteed.



Better Check Engine

(Continued from page 76)

cause it quits running at every traffic stop, and the job in which the engine "conks" out when the throttle is quickly opened. These create dangerous traffic hazards.

To help correct these, we should add the engine performance test to our "safety check" program. If the engine is not up to standard, it should be brought to standard with an engine tune-up or whatever is required—even a major overhaul.

When we say engine tune-up, we mean a complete tune-up and ROAD TEST. Too many tune-up jobs are completed with the idle adjustment being made in the shop and turned over to the owner without the mechanic having any knowledge as to how the job will perform under actual driving conditions. In the absence of a dynamometer every job should be road-tested under normal operating conditions.

What Causes Stalling?

The greatest cause of stalling can be attributed to the carburetor. Although this unit gives less trouble than any unit pertaining to engine tune-up, when it is off the beam, it's really off the beam.

Trouble here is usually caused by improper calibration by the mechanic.

With the float level set too high, the slightest signs of percolation will cause stalling at every stop. Too low will cause starving and loss of power when power is needed.

A leaking accelerator pump check valve, worn accelerator pump linkage and/or improper accelerator pump stroke setting will play havoc with quick acceleration which is so often needed to maneuver out of a tight spot.

Certainly the throttle opening should be tested to see that we have full throttle when the accelerator is fully depressed. As for idle, the job should be adjusted to idle when engine is hot—hot as normal operation will cause.

What about the fuel pump? Neither carburetor nor engine can perform without an adequate supply of fuel; we can't have this without the required vacuum and pressure. This item is too often overlooked.

Ignition: The ignition system should always be in perfect condition. Too much can be lost between the coil and the combustion cham-

ber if the rotor, cap, wires and plugs are not in perfect condition.

Timing must be "on the nose" throughout the entire advance range if good performance is to be expected. The hit-or-miss method won't go on today's cars; they demand accuracy throughout the entire tune-up procedure. And the mechanic who doesn't meet these demands may be endangering someone's life—even his own.

Let's add engine performance to our "safety check" list. There is plenty of equipment which will give

us the answer, and which can be proven with a dynamometer or road test.

Four Southern Managers Named by Studebaker

FOUR district managers in the South and Southwest have been appointed by The Studebaker Corp.

They include: Paul E. Butcher for Dallas, Texas; J. J. Spitz for St. Louis, Mo.; J. R. Wagner for Memphis, Tenn., and Bernard Wiemels for Atlanta, Ga.

7 reasons why you should handle MERIT MUFFLERS



1. Established line backed by 42 years of muffler experience.
2. Recognized quality — every part specifically designed for the car.
3. Competitively priced.
4. Complete line—serves all makes and models.
5. Continuing development as evidenced by new Cushion-Aire Shell.
6. Easily installed—perfect fit.
7. Merchandising program, including decals, posters, direct mail, display stands, catalogs, price schedules, wall charts, inspection tags, envelope stuffers, etc.

Write, wire or phone for complete details.

619 SMITH STREET • TOLEDO 1, OHIO

Readers are invited to contribute to—

SHOP TALK—

STEPPING UP PERFORMANCE

Houston, Texas

Dear Sir:

In the recent September issue of SAJ I was very much interested in the article about Red Vogt's Garage and the hot-rod work that

he does. I would like very much to know where books or information can be obtained on increasing the performance for road and stock-car racers.

Thank you for any information you may be able to give me.

RALPH R. THOMPSON

A column of informal comments about the automotive trade and its problems.

We're asking the efficient staff of the National Association for Stock Car Auto Racing if they can send you some info along this line.

TRACING BUICK WIRING

Miami, Fla.

Gentlemen:

Will you please send me a copy of the wiring diagram of a 1950 Buick Special Model 50-46 four-door sedan, showing directional signal wiring also. I will appreciate your help in this matter.

E. S. OLAH,
Miami Motorette, Inc.

Glad to send you a copy of the wiring diagram for all 1950 Buicks.

WANTS BUILDING HELP

El Paso, Texas

Dear Sir:

I noticed in the September issue of your magazine that you have an article and floor plan of an efficient garage building.

Since I am planning in the future to build a new garage, I was very interested in your article. I would like to know if you have information available on various types of garage buildings, or if you could at least direct me to a reliable source of information. Your help would be greatly appreciated.

NEAL FRANKLIN,
Neal Franklin's Service
Station

We are sending you tear sheets of several garage plans published earlier this year. This issue includes another plan (page 64) and we have one scheduled for December.

Some manufacturers of auto-

Please address any comments to: Shop Talk, Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

GUARANTEED MONEY MAKER



"Try this machine in your shop for 30 days using my merchandising plan . . . if it doesn't grind as fast and accurately as we say and if you don't make money, return it and I'll refund your money and pay the freight both ways." *Red Peterson*

OVER 2000 MACHINES SOLD ON THIS BASIS

8 OUT OF 10
USERS SAY...

"IT'S THE MOST PROFITABLE MACHINE IN MY SHOP"



WITH AN UNTRAINED OPERATOR YOU CAN MAKE \$18.00 AN HOUR!

THE NEW MODEL 50 PETERSON SURFACE GRINDER

- Engine rebuilders have re-ground more than 50,000 heads with no bearing trouble or time lost for adjustment because of Peterson's . . .

EXCLUSIVE, PATENTED "VIBRA MOTIVE" MOTOR MOUNTING

It eliminates chatter and protects motor bearings. The whole unit is cushioned when grinding heavy blocks. LARGE INDUSTRIAL FACTORIES say accuracy is much better with the Peterson Surface Grinder than large milling machines formerly used. There is no distortion due to clamping.

Use larger Model 72 (73" table top) for work on industrial engines and extra heavy castings.

15 YEARS OF STEADY IMPROVEMENT MAKE THIS GRINDER ONE TO BE COPIED... BUT NOT EQUALLED!

...grinding heads to .001 accuracy in 10 minutes or less and blocks in 2 or 3 minutes. Grind flat flywheels, pressure plates, manifolds, carburetors, and pump bases and small castings by circulating them around the grinding wheel, half on the table and half on the stone, thus obtaining high accuracy similar to lapping on a surface plate.

CHECK THESE FEATURES

- ✓ DOUBLE DUST COLLECTOR with "Cyclone" suction plus triple fibre glass filter unit.
- ✓ FAST, ACCURATE cut with level stone.
- ✓ TIP-TOE ADJUSTMENT
- ✓ NO SET-UP needed.
- ✓ ANY MAN can operate.

For Complete Information Write, Wire, or Phone TODAY!

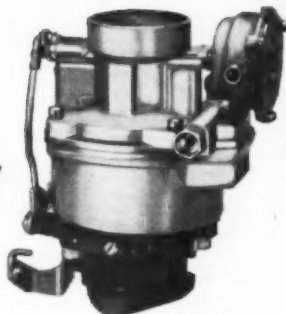
PETERSON WELDING LABS., INC.

IT'S EASY TO GET STARTED WITH **Rochester Carburetors** AN EVER- EXPANDING LINE

- **MINIMUM INVESTMENT!**
- **EASY TO START!**

Big volume . . . small inventory . . . big market . . . minimum investment! If this is what you want—you want Rochester! A small stock of carburetors—a few fast-moving parts—and you are in business!

Pick up your phone! Your Rochester wholesaler is located nearby—he can give you the Rochester opportunity story in a few words.



ACT NOW!

Don't delay. Get volume sales with minimum investment! Sell a big carburetor market. Call your nearby Rochester wholesaler now!

- **LOOK AT THIS MARKET!**

Rochester prospects—in volume—pass your door every day. Think of it—Rochester carburetors for Chevrolet cars and light trucks made since 1932; service parts for Chevrolet cars and trucks beginning with 1950 production; carburetors and service parts for Oldsmobile beginning with '49, and Cadillac beginning with 1951 as well as Pontiac 6's the same year. *These are your prospects right in your own neighborhood.*

- **TOPS IN QUALITY!**
- **TOPS IN PERFORMANCE!**

Rochester carburetors are jam-packed with advance-design features. Designed by leading automotive engineers—approved after exhaustive tests in the laboratories and at the famed General Motors proving grounds—1952 Rochester carburetors are setting new standards of carburetor performance. Individually designed for the specific application, they are the *original-equipment* carburetors on Cadillac, Chevrolet, Oldsmobile and Pontiac "6" for 1952.

ROCHESTER CARBURETORS

A GENERAL MOTORS PRODUCT



A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE

UNITED MOTORS SERVICE

Division of General Motors Corporation

General Motors Building

Detroit 2, Michigan

IT'S EASY TO GET STARTED WITH ANY OF THESE UNITED MOTORS LINES

DELCO Batteries
 AC GAUGES, Speedometers and
 Rebuilt Fuel Pumps
 SAGINAW Jacks
 MORaine Engine Bearings
 DELCO Radio Parts
 ROCHESTER Cigar Lighters
 HYATT Roller Bearings
 INLITE Brake Lining
 HARRISON Heaters
 GUIDE Lamps
 DELCO Clocks
 NEW DEPARTURE Ball Bearings
 DELCO Shock Absorbers
 MORaine Gasoline Filters
 HARRISON Thermostats
 DELCO-REMY Starting, Lighting &
 Ignition
 KLAXON Horns
 HARRISON Radiators
 ROCHESTER Carburetors
 DELCO Hydraulic Brakes

YOUR AVERAGE SALE IS \$7¹⁵* PER CAR WHEN YOU FEATURE...

Flare *Liqui-matic*



Service for

**HYDRA-MATIC • DYNAFLOW
POWERGLIDE • ULTRAMATIC
FORD-O-MATIC • MERC-O-MATIC
AUTOMATIC
TRANSMISSIONS**

and it's as simple as an oil change

More than 4,000,000 General Motors and other make cars are already equipped with automatic transmissions and the number is ever growing! These units require a refill every 10,000 to 25,000 miles. The Service Manual which the Bell Company offers, fully explains how to service and refill these transmissions. Any garage or service station with a grease rack can render this service. FLARE LIQUI-MATIC FLUID was developed in 1945 by the

Bell Company and has performed perfectly in the automatic transmissions of thousands of General Motors and other make cars. Your local jobber has FLARE LIQUI-MATIC FLUID available in convenient sizes. Contact him today.

**THE BELL COMPANY, Inc.
407 N. Wolcott Ave., Chicago 22, Ill.**

*Flare Liqui-Matic Fluid retails for 65¢ a quart. The average car uses 11 quarts, which makes a total sale of \$7.15. In addition, many dealers make a charge for service. Your opportunity for greater profits.

FREE! NEW SERVICE MANUAL ON
AUTOMATIC TRANSMISSIONS

An illustrated service guide for mechanics and service station attendants! Contains complete details on checking, draining and refilling all cars with automatic and semi-automatic transmissions, and Hudson wet clutches. Mail the coupon today!



THE BELL COMPANY, INC.
407 N. WOLCOTT AVE., CHICAGO 22, ILL.

Please send me immediately a free copy of your Service Manual on Automatic Transmissions.

NAME (Please print)

ADDRESS

CITY ZONE STATE

thankful and that he would give thanks to the Good Lord for his blessings.

The young farmer wiped a sweaty brow, thought this over and said:

"Parson, did you ever notice this farm when the Lord had it all to himself?"

QUICK BULB SALE

Some service station found a quick sale for a replacement headlight last month at Biloxi, Miss.

S. E. "Ed" Kossman, the past president of the Mississippi Automobile Dealers Association and the Buick dealer at Cleveland, Miss., invited a group of friends to take a short night ride with him along the lovely beach highway.

The group included Charles J. Farrington, assistant to the president of the National Automobile Dealers Association, and M. R. "Bud" Darlington, Jr., managing director of the Inter-Industry Highway Safety Committee (and top speaker on safety at many dealer

conventions all over the country.)

They were waiting for a driver to bring the car. "Here comes a car with only one light. Things like that are what help keep the traffic toll high," someone remarked.

It turned out to be the Kossman car. A surprised and momentarily abashed host held to his invitation, but added to the trip a stop at a service station.

OUTDOING GULLIVER

So you would like to travel more? You might apply for the travel portion of the job held by Charles J. Farrington, assistant to the president of National Automobile Dealers Association. About a month of that and most people would be ready to holler "Calf rope!"

By this year's end he will have flown through more than 90,000 miles of God's good air (some rather heavily weighted with moisture). Look at this December slice of his schedule:

Dec. 1—Boise, Idaho; Dec. 2—Seattle, Wash.; Dec. 3—Portland, Ore.; Dec. 4—Salt Lake City, Utah; Dec. 7—Denver, Colo.; Dec. 10—Cleveland, Ohio; Dec. 16—San Francisco, Calif.; Dec. 18—Los Angeles.

He hopes to beat Santa Claus to the Farrington home out in Virginia from Washington, D. C.

NO SPARKING TODAY!

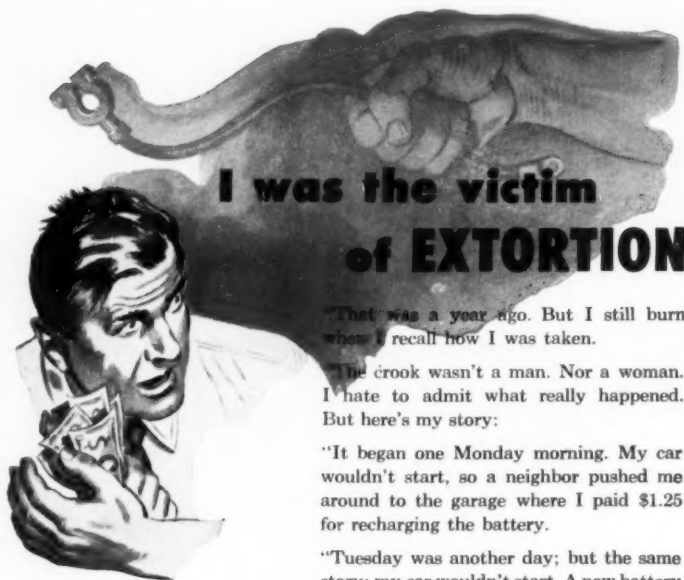
In a community of modest size in the Southwest a representative of SOUTHERN AUTOMOTIVE JOURNAL recently drove into a dealership displaying the name of his car and asked that the spark-plug gaps be checked.

The individual in charge lifted the hood, loosened a wire and then went for a wrench. He tried one wrench, a second, then a third, fourth and so on. Finally, he said he was sorry, they just didn't have a wrench to fit the spark plugs.

NO REFUND NECESSARY

This one was being told last month by Executive Vice-President K. P. Allen of Motor Supply Co., Inc., Meridian, Miss.:

A man thinking he might be dying before long called in a friend
(Continued on page 129)



"That was a year ago. But I still burn when I recall how I was taken.

The crook wasn't a man. Nor a woman. I hate to admit what really happened. But here's my story:

"It began one Monday morning. My car wouldn't start, so a neighbor pushed me around to the garage where I paid \$1.25 for recharging the battery.

"Tuesday was another day; but the same story: my car wouldn't start. A new battery cost me \$25.00. Thursday, I should have wised up. *That new battery was dead!* It cost me more money to check the generator and voltage regulator, and to have the whole system checked for shorts.

"What was robbing me? *The battery cable!*

"It was an *inside* job. The cable *looked* all right, but internal corrosion made it useless. I added up what I paid for recharging, for a new battery, for all those tests. You know, that battery cable took me for over \$30.00! But think what it cost that garage owner. Once, I was his best customer."

Get all the facts on the NEW Crescent Wiry Joe Battery Cable Merchandising Program. Be sure to visit the Crescent Display at the A.S.I. show. Booths 374-380.



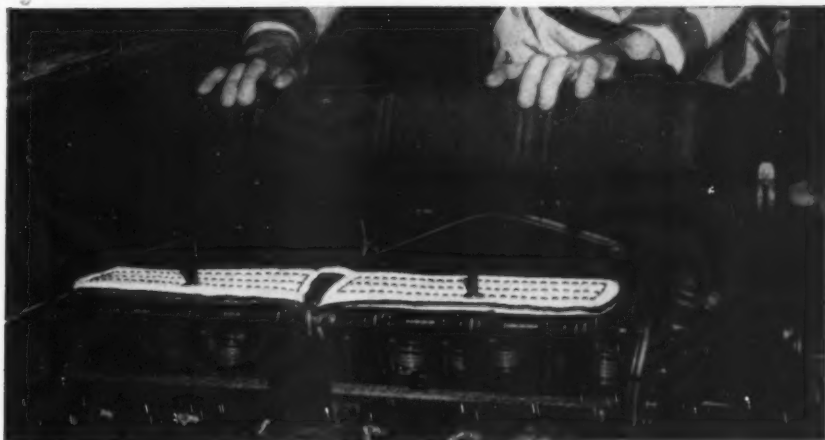
Check the wire and cable on every car!



The CRESCENT Company, Inc.
PAWTUCKET RHODE ISLAND

CROWN OVERHEAD VALVE PADS

Make Satisfied Customers



★ Takes Only a Minute to Install

Mechanics like and endorse Crown Overhead Valve Pads because they are easy to install, have no mechanical adjustment, and make satisfied customers. It is not necessary to adjust valve clearance closer than factory specifications in order to get quiet operation—the valve pad absorbs the "clicking". By completely covering the rocker arms, the pad provides added protection against condensation which collects inside the valve cover and drops down on the rocker arm and valves causing extra wear and friction.

For...

CHEVROLET CARS & TRUCKS: PART NO. C-500

Fits all Models from 1930 to 1953 List \$2.75

GMC TRUCKS: PART NO. G-200

Fits Model Engine 228, 236-240-254-270 List \$3.25

BUICK STANDARD: PART NO. B-600

Fits 40-50 Series Engines 1936 to 1953 List \$3.25

BUICK MASTER: PART NO. B-700

Fits 40-70-80-90 Series Engines 1936 to 1953 List \$3.25

NASH: PART NO. NA-49

Fits 1949 and 1950-1953 Ambassador List \$3.25

STUDEBAKER: PART NO. S-1000

Fits The Commander and Land Cruiser V-8 List \$5.50 Pair

INTERNATIONAL TRUCKS: PART NO. IH-2000

Fits All Silver Diamond Engines L-110 to 145 List \$3.50

INTERNATIONAL TRUCKS: PART NO. IH-3000

Fits All Blue Diamond Engines K-6-7 L-170 and 175 List \$3.50

INTERNATIONAL TRUCKS: PART NO. IH-4000

Fits All Red Diamond Engines 361-372-401-450 List \$3.50

OLDSMOBILE: PART NO. 88-98

Fits all 88 and 98 Model Engines List \$5.50 Pair

FORD 6-1952 AND 1953: PART NO. F-26

Fits all New 1952 and 1953 Engines List \$2.75

All prices are f.o.b. Jobbers Warehouse

*Silences as it Lubricates
Lubricates as it Silences*

EARLESTES MFG. CO.
UNION CITY GEORGIA

Laher

BATTERIES WEIGH MORE!

THE BATTERY
WITH
9
LIVES

WHEN you take the LAHER FRANCHISE for the sale of LAHER BATTERIES in your community, you are selling the last word in batteries. LAHER BATTERIES represent better values because they weigh more. Try this test—select any other popular battery in any price class and weigh it—then weigh the LAHER BATTERY of the same number of plates, rating and price class and see how much more it weighs. The difference is the greater amount of lead oxide in the LAHER plates.—You'll make more money and more friends with the LAHER BATTERY FRANCHISE. Ask us for complete details.

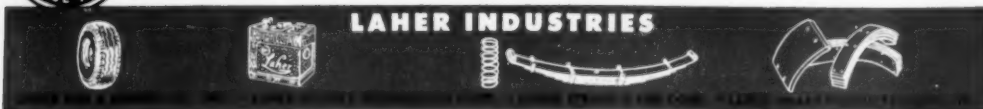


MANUFACTURED BY

Laher BATTERY PRODUCTION CORP.

EASTERN HEADQUARTERS • 2131 LOCUST STREET • ST. LOUIS, MISSOURI
SOUTHERN HEADQUARTERS • 300 MADISON AVE. • MEMPHIS, TENNESSEE
WESTERN HEADQUARTERS • 2615 MAGNOLIA ST. • OAKLAND, CALIFORNIA
KANSAS CITY, 1630 MCGEE STREET • FORT WORTH, 910 FLORENCE STREET

Los Angeles San Francisco Sacramento
Portland Seattle Spokane Salt Lake City



Shop Talk

(Continued from page 126)

and instructed that his body be cremated.

"Then," said the gloomy individual, "send the ashes to the Bureau of Internal Revenue with a note to the effect 'This is all. There isn't any more.'"

HE TOOK A CHECK, BUT—

The man was walking around the '52 Roadmaster displayed in the showroom of Tribles Buick, Inc., at Staunton, Va.

"Interested in buying a car?" asked J. Paul Tribles.

"Yes. How much is this?"

"Thirty-six seventy," Tribles replied.

The man inspected further.

"What was that figure?"

"Thirty-six seventy."

"You take a check here?"

"Why, uh, ah, yes," replied the dealer.

What happened next was unbelievable. The man dashed off a check with no more ado. It was also unbelievable that he made it out for \$36.70. 'Twasn't the first time this had happened, the dealer learned, as the man had been in a mental institution.

A BATHLESS INCLINATION

Remember when you didn't go in too strongly for an occasional bath?

Why, asked Gary Garner of his grandfather, Max Hayes of Hayes & Hopson, Inc. (automotive wholesalers of Asheville, N. C.), was it necessary to bathe so often? His suggestion was simple: He had been reading some ads, it seemed, and they told of the wonders resulting from taking chlorophyll tablets.

"Couldn't I take a tablet and not have to bathe so often?" the nine-year-old wanted to know.

McClure Heads Committee For St. Louis Show

CLIFF McClure has been named chairman of the show committee for the automobile show to be held in St. Louis, Mo., Jan. 31-Feb. 8. It will be the first car show in the city since the war.

Committee members include: L. M. Stewart, Lansing Thoms, Byron Roberts, Clark Compton and J. Rush James, Sr., ex-officio.

Ross Becomes President Of St. Pete Agency

M. B. Ross, vice-president and general manager of Al Deane Chevrolet, Inc., St. Petersburg, Fla., has become president of the organization and changed its name to Ross Chevrolet, Inc.

Deane moved to St. Petersburg in 1949 after 30 years with General Motors Corp. He is retaining a substantial interest in the dealership but giving up all active management responsibilities, he said.

Chrysler Names Curtan As Sales Executive

CORNELIUS R. Curtan, formerly regional manager for Chrysler Division at Atlanta, Ga., and a sales executive on the division staff since May, has been named assistant sales manager.

Chester F. Sylvester, formerly regional manager at Cincinnati and Detroit, has been named assistant general sales manager to succeed Roy H. Appleman, who has been promoted to executive assistant.

ACME Drain Cocks

Save expensive anti-freeze. Install Acme drain cocks, machined to micrometer tolerances to insure a snug, leakproof fit. 24-pc. assortment mounted on attractive counter card or in bulk.



ACME VALVE CORES

Rated "equal to or better" than other leading brands by independent testing laboratory.



ACME TIRE GAUGES

No. 515, 5 to 50 lbs. in 1 lb. calibrations. No. 520, 20 to 120 lbs. in 5 lb. calibrations.



ACME 3-IN-1 GAUGE

Extremely popular with busy stations because it inflates, deflates, gauges.

Order from your jobber today. Send for complete catalog No. 1003.

ACME AIR APPLIANCE CO., INC.
100-120 Hinsdale Street, Brooklyn 7, N. Y.

Dear Bill:

The used-car department's repair shop used to be a poor country cousin to our main shop in days gone by. But after War II the Old Man decided against wholesaling the used stuff and set up a plant to put our used cars on a par with any of those found on the independent lots that sprang up all over town.

Since we're competitive in every other type of business we handle, he figured our used cars would have to be equal or superior in per-

THE NUTBUSTER WRITES HIS BUDDY



... Hang it anywhere in the fuel line without supports or brackets

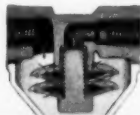


Weights only
2½ ozs.

Can be installed in less
than 20 minutes on any car

The rayon filtering element, the same as used in large industrial petroleum filters, does a perfect job of removing all rust and fine dirt, traps water and sediment. No by-passing.

See your jobber salesman



Cutaway view showing
rayon covered
filter discs.

Sparkler
Rayclean
GASOLINE
FILTERS

PRICE — \$1.98



Oldsmobile installation



Plymouth installation

SPARKLER MANUFACTURING CO., MUNDELEIN, ILLINOIS

Makers of industrial filters for petroleum and chemical products for over a quarter of a century

formance and appearance to those offered the public at other sources. "As izzers" and half-nice stuff always sat on the lots for days longer than refinished and reconditioned cars, so we would recondition in a big way. At that time we were doing a lot of the used-car work in the main shop and body department. He decided that wouldn't do.

He figured that the guy responsible for merchandising the used-car stock would have to have a bigger hand in putting the cars in condition to sell, for he would know better than any other what would be required. And a used-car manager often found he couldn't tell the retail service men just what he wanted—and get it. He'd tell them what he wanted, and they'd give him what they were accustomed to giving their customers—or sometimes a little less.

This so-called used-car department's version of a retail job simply didn't put a car on the lot that would attract the rubber necks. They'd be ready to sign on the dotted line for a new-looking job without investigating for the presence of an engine, and pass up mechanically dependable stuff that still carried the hallmarks of a previous owner.

The decision to put a reconditioning crew to working exclusively for the used-car lots changed a lot of things. Instead of their hanging around looking for handouts from our service line we've begun to drop over to their department to see what's new. We've learned some new tricks, among which the fact that our retail customers are also pleased by the extra touch that makes the difference between a "stock" job and a superlative one—with all details recognized and accounted for. They want their older car to look at least as slick as our used cars and are willing to



DRIVER VISION CLEAR—The new Guide Autronic-Eye is mounted just behind the windshield in lower left hand corner.

Headlights "Think" for Themselves" with **AMAZING NEW GUIDE AUTRONIC-EYE**

it sees...it protects...it performs

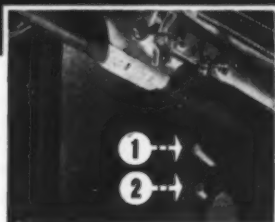
The new Guide Autronic-Eye never relaxes its unceasing guard. It sees . . . it protects . . . it performs. And this uncanny device makes a revolutionary contribution to the convenience, comfort and safety of night driving.

At each dark stretch of highway, the Autronic-Eye flicks headlights to their upper beam. But with an approaching car the Autronic-Eye changes them to "dim" for courteous and safe driving. A whole line of cars may pass while the Autronic-Eye holds lights lowered. Then, the instant the road ahead is clear, up they flash to bright again.

The driver need only drive, his mind free of the constant nagging fatigue and worry caused by the demands of continuous light control.

And all this is automatic—accomplished through the electronic photo tube which is the heart and mind of the Guide Autronic-Eye.

At present this great new Autronic-Eye is factory-installed at extra cost on 1952 Oldsmobiles and Cadillacs only. Guide Lamp Division, General Motors Corporation, Anderson, Indiana.



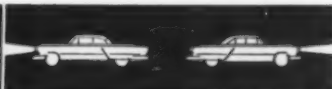
SWITCHES. 1. The auxiliary switch depressed momentarily signals the oncoming car that has headlights on the upper beam (bright). 2. Standard car "Dimmer" switch. One position places headlights under automatic control; other position keeps headlights on lower beam "Dim."



ON THE OPEN ROAD the Guide Autronic-Eye automatically keeps headlights on the upper beam.



A CAR APPROACHES and the Guide Autronic-Eye automatically drops headlights to "dim."



THE CAR SWISHES BY and the Guide Autronic-Eye flicks headlights back to "bright" automatically.

pay for the privilege.

Looking to details has brought us a lot of good refinishing work. Custom-tailored seat covers at a few bucks extra the issue, two-tone paint jobs like the latest models (where we used to sell only a spot job) and many upholstery repairs that we never thought to mention—or weren't prepared to make until the used-car boys showed us the tricks—are now commonplace.

Our customers display their pride of ownership when we doll up the old crate and are more willing to

spend maintenance money on it when it looks good. A little rubber lube brightens their rubber floor mats and the owners' eyes. We repair wood station wagons like new, make repairs to metal ones, including matching damaged imitation wood graining. Or customize the paint job by removing and painting a solid new color. Our retail refinishing and appearance work is really exclusive, just like our used-car department's.

Yrs.,
Ed

Selling BRAKE Service

(Continued from page 67)

sistance like, "Why didn't this show up before the adjustment?" We explain that we had to add brake fluid, that the new fluid is lighter and a leak will thus show up faster, causing the master cylinder to go much quicker.

Similarly we point out the importance of having a recapping job done on the wheel cylinders where needed, when brakes are relined. A leak on a new brake lining may cause the brakes to lock or fail completely, resulting in an accident or excessive expense. We show customers what grease on a brake hose can do and how hoses may give out completely on a sudden stop.

In this way we are constantly stressing safety through a well-maintained hydraulic system.

Ads Keep 'Em Busy

We promote our 3-Star Special and brake work by newspaper advertising and radio daily throughout the year. During February and September, usually slow brake months, we keep our brake mechanics working at full capacity by sending out about 300 postcards a month offering free brake adjustments.

Undoubtedly our all-night service brings many cars here that might otherwise be sent to other shops. As one of the few places in town offering 24-hour service, we have been able to avail ourselves of such emergency volume.

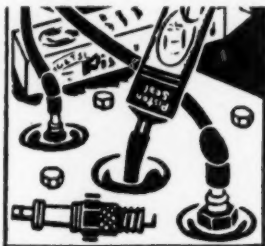
Our fleet of 40 service trucks has a city-wide reputation for road service as the volume of brake work from this source indicates. Our constant promotion of brakes and safety by radio and newspaper supplements our reputation for prompt response to road calls from motorists in trouble.

Good brake service yields additional volume. We estimate that brake work brings us an average of \$10 in additional work per car other than brakes. Such additional work comprises front-ends, wheel-balancing, shock absorbers, tires, etc.

Safety-consciousness will be impressed more and more on the public mind as safety itself on the streets and highways becomes a more tightly-controlled affair through city and state inspections and regulations.

By the same token, safety that is wisely promoted in the repair shop can become a significant means of adding volume.

HOLT'S Piston Seal



FOR CARS THAT BURN TOO MUCH OIL

Only a re-bore is a long-term remedy for cylinder wear, but Holt's Piston Seal is a reliable alternate good for up to 10,000 miles. Sell it with confidence.

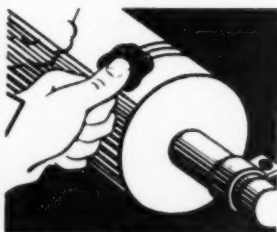
On the market over 16 years, used by hundreds of thousand motorists all over the world.

HOLT'S Gum Gum MUFFLER SEAL

SPEEDS INSTALLATION OF MUFFLERS

Assures tight joints. Also seals breaks in mufflers, tailpipes and exhaust pipes.

Repairs are permanent. No mixing — use right out of the can.



ask your jobber about Holt's Piston Seal
"Profit Package" and Installation Plan.

TREGLOWN CO., INC.

FANWOOD, N. J.

In Canada: Treglown, Ltd., 1366 Greene Ave., Montreal 6



**America's leading
FRANCHISE**

**America's leading
DEALERS**

***... because, among other reasons,
Chevrolet enjoys the greatest owner loyalty
of any car in the low-price field!***

Based on an impartial national automotive survey.



CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN

Electrical Service

(Continued from page 74)

electrical system can be pointed out to the customer. Some defects, like frayed wire, can be seen at a glance. Others, such as the need for calibration of a distributor, can be pinpointed more effectively with shop equipment.

Some shops will tape up old wiring, but Southwestern Battery Supply believes that any broken or defective wiring should be replaced with new. The mechanics specif-

ically point out the broken places to the customer and explain the possible failure of different parts and the fire hazards. Usually they are able to sell a replacement job on the circuits involved.

When the customer realizes that defective or worn wiring could cause a failure on the road, possibly at a dangerous location and time, he wants to do something about it. The customer usually thinks a rewiring job is reasonable compared to the damage that could result from faulty circuits.

In many cases, of course, the trouble may be caused by nothing more serious than a poor connection in one particular spot. This too can be shown to the customer.

Following through with the diagnosis, the mechanic may often find trouble in the distributor. A cracked distributor cap is something the customer can easily see and understand. It should be replaced before it causes a complete breakdown.

The diagnosis may show that the condenser is failing and should be replaced before it goes totally bad. The points may be wearing down. Service Manager King recommends that this feature be checked every 10,000 miles. Many customers come back for regular diagnosis checks of their cars.

If a customer is present when his distributor is calibrated, he can see for himself just what is being done, with meter readings almost self-evident. A few words from the mechanic can help him to see the importance of this adjustment.

Shows Plug Condition

The mechanic can quickly show the customer if spark-plug points are burned and explain how this may cause loss of power, poor mileage and sluggish performance. In cleaning a plug, it is important not to scratch the porcelain with the wire brush, as a short circuit could result. When there is any question of spark-plug condition, the firm recommends new plugs, explaining that the saving in gasoline soon will pay the cost.

Even a customer who is not in the least mechanically-minded understands the traffic hazards that can arise if the horn or lights fail. It's easy to sell wiring, switches, sealed beams or whatever is needed to make these circuits function properly.

Often a prospective buyer of a used car will bring the vehicle in for analysis so he can find out what may be wrong with it. On an unfamiliar vehicle, the need for such a check to determine if it is in good condition is obvious.

But the electrical system of the "family crate" may be approaching a danger point without giving any evidence of it, unless a thorough check is made.

A neglected electrical system can become dangerous. There is danger of fire. But much more dangerous is the possibility that the lights, horn or engine may fail to operate at a critical moment.

QUIT STALLING! USE PYROIL QUIT DOING IT THE HARD WAY! START SELLING PYROIL

● There's nothing more annoying than having your car stall in the midst of busy traffic—or the first time out in the morning—or anytime. There's an easy and economical way to avoid stalling. It's the Pyroil way. Pyroil, with its special property of making ordinary oil cling to metal surfaces, assures a constant ready flow of necessary lubrication at all times. A few ounces of Pyroil in your gas tank—a pint of Pyroil in the crankcase means easy starts, even after being parked all night. Pyroil prevents sludge and gummy deposits. Pyroil eliminates friction between piston walls and cylinder surfaces.

If you want to "quit stalling"—add Pyroil—add miles to your car.

PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.

GIVEN!

An attractive Pyroil metal savings bank—takes coins up to 50¢ pieces. MOTORISTS, it's yours for the asking—sent postage paid.



PYROIL COMPANY

181 Pyroil Bldg.

La Crosse, Wisconsin

Canadian Distributors:
Central Purchasing Agencies, Ltd.
Toronto, Ontario

● It's so much easier to sell your customers the product they want—PYROIL—than it is to try to persuade them to accept a substitute! Pyroil has imitators—but it has no substitutes. It is the choice of motorists everywhere—the Companion of Champions—and the steady, continuous money maker for jobbers and dealers. Pyroil makes friends of users, dealers and jobbers—a "plus" that's beyond measure!

DROP US A LINE AND WE'LL HAVE OUR FACTORY REPRESENTATIVE BRING YOU THE COMPLETE PYROIL MERCHANDISING AND PROMOTION PROGRAM.



REPRESENTATIVES:

Southeast—McDonald & McPherson Co., P. O. Box 452, Atlanta, Georgia

Southcentral—John T. Jolly Sales Co., 1916—34th Ave., Meridian, Miss.

Southwest—Hirsig-Frazier Co., 4333 Belmont Ave., Dallas 4, Texas

West Coast—M. L. (Bud) Cohn, 1323 Venice Blvd., Los Angeles 6, Calif.



COMMERCIAL CREDIT MOST FLEXIBLE PLAN, SAYS DEALER—Mr. R. N. Heintzelman, President of Heintzelman's Inc., Orlando, Fla., pictured above with his modern showroom, likes COMMERCIAL CREDIT's financing and the practical attitude of treating individual deals which need special

handling. "It's more flexible for handling individual situations than any other auto financing plan I ever heard of," Mr. Heintzelman declares. "We are very well pleased with COMMERCIAL CREDIT's service, and intend to continue doing business with them."



YEAR AFTER YEAR... Commercial Credit financing is complete, competent, dependable

COMMERCIAL CREDIT CORPORATION

A subsidiary of Commercial Credit Company, Baltimore
... Capital and Surplus over \$125,000,000 ... offices in principal cities of the United States and Canada.

CAR DEALERS PLAY SAFE

with the COMMERCIAL CREDIT PLAN. They know through long years of experience that COMMERCIAL CREDIT is *always* dependable... in times of war or peace, prosperity or depression. They can depend, too, on COMMERCIAL CREDIT's fast, efficient handling of the many details involved in credit investigation, collection, adjustment and prospect follow-up.



A COMMERCIAL CREDIT DEALER SINCE 1918

Mr. W. T. Hoppe, President of Hoppe Motors, Charlotte, N. C., is one of the 106 dealers who have been with Chrysler Corp. since its organization. He likes COMMERCIAL CREDIT's package plan for retail buyers. He also feels that the floor plan facilities, investigation and collection of retail sales all help in making more car sales. Mr. Hoppe says, "The wonderful help and cooperation extended to my company and customers by COMMERCIAL CREDIT has played a distinct part in the growth of this organization."

• • •

GET THE DETAILS NOW—Find out how COMMERCIAL CREDIT can help you keep profits up, even though deliveries may be down. Call or write your nearest COMMERCIAL CREDIT office and ask to see "The Dealer's Stake in Time Selling." There's no obligation, of course.



Keep Up To Date.

Send In The Card For...

- more information about NEW PRODUCTS on following pages
- copies of these new FREE CATALOGS AND BULLETINS

101 WRITE FOR CURTIS LITERATURE
ASSEMBLY KIT C-4—Gives full information on Curtis Air Compressors, Curtis Car Washers and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kleen Avenue, St. Louis 20, Mo.

102 TWELVE PAGE BOOKLET IN COLOR illustrating two specialized materials for ODOR CONTROL in industrial housekeeping and plant sanitation work. Oakite Products, Inc., 22 Thames St., New York 6, N. Y.

103 FOUR-PURPOSE AUTOMOTIVE CLEANER—12-page booklet on Oakite Penetrant describes safe, economical way to (1) degrease engine parts, blocks, transmission and differential parts; (2) clean radiators and water jackets; (3) steam detergent method of cleaning chassis, motors, underparts; (4) clean floors, grease pits, areas around lifts—all with one four-purpose cleaning material. Oakite Products, Inc., 52F Rector Street, New York 6, N. Y.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN. Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

107 HOW PYROL PROTECTS—a pamphlet describing in detail the way in which Pyrol protects the moving parts of engines. Pyrol Co., La Crosse, Wis.

109 AMMCO ENGINE REBUILDING AND BRAKE SERVICE TOOLS AND EQUIPMENT—Catalogs describing the Ammco line of Wet and Dry Hoisting Machines, Brake Shoe Grinders, Brake Shoe Setting Gages, Brake Drum Micrometers, Brake Cylinder Hones, Connecting Rod Aligners, Line Boring Machines, Ridge Reamers, Portable Coolant Units, Tension Indicators, Tappet and Rocker Arm Grinders, Small Bore Hones, Cylinder Hones and Foot Switches. Ammco Tools, Inc., 2110 Commonwealth Avenue, North Chicago, Ill.

110 THE PERFECT CROWN—Earle Estes Mfg. Co. is offering a 4 page booklet in color illustrating and describing how the CROWN original valve pad SILENCES clicking noise and LUBRICATES rocker arms in all valve in head engines. Earle Estes Mfg. Co., Union City, Ga.

111 SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-808, Alemite Div., Stewart Warner Corp., 1826 Diversy Parkway, Chicago 14, Illinois.

112 CONTOUR SPACER RING—Descriptive literature and specifications on the new Accurate contour spacer ring, castor shims and the no-weld wheel weights. Accurate Weight Mfg. Co., P. O. Box 1063, Americus, Ga.

117 SCHWAIGER'S NEW CLAMP LOCK NUT will hold like welded on old worn-out threads. It has been tested to stand 50 tons pressure. Can be removed without injury to threads and used over and over. You can get exact adjustment to bearing since no key is needed. Tapered thread locks the nut. Schwaiiger Mfg. Co., P. O. Box 154, Cullman, Ala.

119 RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

121 "ARCWELL" restored crankshafts are guaranteed: against defective workmanship, to be within mfrs. standard specifications, properly aligned and balanced, to never flake, loosen or part from parent metal. Write for 8 page folder giving complete details. Standard Crankshaft & Hydraulic Co., Inc., 2017 Rozzells Ferry Rd., Charlotte, N. C.

123 PERMATEX TOON-OYL is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventive and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue 14, Brooklyn, N. Y.

124 McCORD RADIATOR-CORE CATALOG—Replacement radiator cores for popular cars and trucks are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., Riopelle at E. Grand Blvd., Detroit 11, Michigan.

125 STANDARD DUTY GENERATOR REGULATORS—A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators (62 pictures). Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

126 REFINISHING SPECIFICATIONS—The Andrew Brown Co. has made available their 80 page booklet on refinishing. Contains 4 sections: (1) Trouble Shooting—showing cause, remedy and prevention of many troubles, in chart form, (2) Table of Quantities, (3) Methods and Products, (4) Mixing and Matching. It is an excellent, well planned book with much helpful information. Andrew Brown Co., Los Angeles, Calif.

127 HYDRAULIC BRAKE FLUID SERVICE—HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

128 FREE SHOP AID—"Quick Check Tip 21" tells how to spot and correct trouble in the electrical circuit in minutes. Arrow Armatures Co., Box 1428, Spartanburg, S. C.

130 SUCCESS stories and complete fully guaranteed Holt Platen Seal. Increases YOUR PROFITS and gives great satisfaction to customers who can't afford a ring job. The Treglow Co., Inc., Fanwood, N. J.

131 BURD HANDY HANDBOOK FOR MECHANICS—Information on piston ring installation; also "No Job for a Dub" for distribution by garages to their customers. Burd Piston Ring Co., Rockford, Ill.

132 AUTOMOTIVE SERVICE GUIDE—a practical and factual presentation of the use of Impacttools in automotive servicing. Contains time study reports showing how dealers and shops can increase profits for both themselves and their mechanics. Auto service guide for Chevrolet and Ford now available. Ingersoll Rand Co., Phillipsburg, N. J.

133 SUPPLEMENT NO. 2 FOR CATALOG NO. 506-R. Features more than 200 Champ-Item automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 STREAMLINER CATALOGS on Moog Coil action front end parts, coil springs, chassis parts and electrically heat-treated springs for cars and trucks. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

135 HYDRAULIC BRAKE SERVICE INSTRUCTIONS AND MAINTENANCE HINTS—Explain fundamental principles of hydraulic brakes and their operation. Outline correct procedure for brake inspection and adjustment. Gives cause and remedy for common brake troubles. Ask for HU-107, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Mo.

136 McCORD MUFFLER CATALOG—Contains suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2387 Riopelle at E. Grand Blvd., Detroit 11, Mich.

137 DELCO-REMY ELECTRICAL SERVICE—A 20-page 8½x11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

138 SPARK PLUG SPECIFICATION CHART—covering all types of installations, designed to hang on wall, includes correct procedure on installing and servicing spark plugs. Merchandising Division, Electric Auto Lite Co., Toledo, Ohio.

139 WHAT WHY HOW OF TURBO-CHARGER CARBURETION—Review of scientific principles: specifications and installation instructions. Turbo Charger Sales Co., Tyler, Texas.

140 PRESSURIZED COOLING SYSTEM—servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., Connersville, Ind.

141 NEW PISTON RING CATALOG and full Power Story on Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., 6151 Easton Ave., St. Louis 14, Mo.

142 IGNITION—Catalog on Automotive ignition parts, wire and cable backed by customer satisfaction since 1921. Guaranteed by Andrews Mfg. Co., 924 S. Theresa Ave., St. Louis 3, Mo.

143 NATIONAL MACHINE LINE—New, fully illustrated pamphlet describing function and construction of National Drive Shaft Boring and Seal Assemblies, Universal Joint Ball Housing Kit, Transmission Case Ball Seal and Coleman Steering Compensator for Chevrolet Cars and Pickups and most GMC Pickups. Special Pinion Bearing Assembly for most Chevrolet, Buick, Olds and Pontiac models. National Machine Works, Inc., Oklahoma City 9, Okla.

144 AUTOMOTIVE SERVICEMEN'S HANDY HAND BOOK—A simplified reference book for the operation, checking, tune-up and repair of auto, truck and tractor engines. Burd Piston Ring Company, Rockford, Ill.

145 HOW TO SOLDER—16 pages of practical hints on soldering. Non-technical and designed to assist with everyday soldering. Federated Metals Div., 120 Broadway, New York 5, New York.

146 CHAMMOIS ROLLER—Complete literature showing the Speedy line of electric and manual chammois rollers, chammois and concentrated chammois cleaner. Speedy Mfg. & Sales Co., 552 N. Bivins, Amarillo, Texas.

147 COOPER PASSENGER CAR TIRES—A colorful brochure showing the Cooper line of passenger car tires. Manufacturers Warehouse, Inc., 664 Spring St., N.W., Atlanta, Ga.

150 ELECTRIC POWER DRIVE—Bulletin DH 397 contains complete information on the New Manley P D-3 electric power drive which now requires no power take-off. Gives the operator a movable button control make a safe one-man job of tough hoisting operations. Manley Div. American Chain & Cable, York, Pa.

152 E-ZEE-ON DOOR REPAIR PANEL CATALOG. Illustrates the complete E-Zee-On line for most car models 1941-1952 both passenger car and trucks. Graver Industries, P. O. Box T 4827, Cleveland 23, Ohio.

160 NEW BLACKHAWK PORTO-POWER CATALOG NO. P-44, AND PRICE SCHEDULE—Includes "catalog of uses," covering Porto-Power service in repairing, rebuilding and reconditioning. Write Blackhawk Mfg. Co., Catalog Dept., P. O. Box 613, Milwaukee 1, Wis.

161 WHIS CATALOG NO. 48-C—Describes the complete line of Whis Automotive Chemicals designed to make cars run better and look better. B. M. Hollingshead Corp., 840 Cooper St., Camden, New Jersey; Toronto, Canada.

162 WILLARD STORAGE BATTERY CATALOG—Complete technical specifications for storage batteries for every application. Liberally illustrated. Replacement information. Explanation of battery construction features. Willard Storage Battery Company, 246 E. 121st St., Cleveland 1, Ohio.

164 AIRTEX FUEL PUMPS AND ANTI-FULGATION GASOLINE FILTERS—New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Fulgation. Catalog No. 44. Airtex Automotive Division, Inc., Fairfield, Ill.

169 WILLARD SERVICE EQUIPMENT—Charging Equipment, Parts, Service Accessories, Service Tools, Testing Equipment. Willard Storage Battery Company, 246 E. 121st Street, Cleveland 1, Ohio.

175 HOW TO MAKE MORE MONEY REBUILDING CARBURETORS—Describes, for the first time, how an average mechanic can become a carburetor expert in one week, with the revolutionary "Hygrade Fingerpilot System of Carburetor Rebuilding." Tells how he can make an extra \$2.50 per carburetor and chop 25% off work time. Hygrade Products Division, Standard Motor Products, Inc., Long Island City 1, N. Y.

180 THE LAMBON NO. 69-A AUTOMOTIVE CATALOG—A complete reference book on the most popular sizes of cap screws, nuts, lock nuts, cotter pins, stove bolts, lock washers, flat washers, expansion plugs, studs, starter bolts, and washers, ring gear, rivets, tractor bolts, high nuts, U bolts, rods, spring clip and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and package quantities are given. The Lambon & Sons Co., 1971 W. 26th St., Cleveland 5, Ohio.

185 SERVICE MANUAL FOR THE DOCTOR OF MOTORS—A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Indiana.

186 BATTERY SERVICE MANUAL—Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interested in automotive storage batteries. It is complete in its coverage of the subject and so simply written and so profusely illustrated that service men and car owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 581, Toledo, Ohio.

193 WIRE & CABLE CATALOG—A 24 page catalog covering every automotive use of electric wire and cable, complete with specification data—Electric Auto-Lite Co., Merchandise Division, Champaign & Chenoa St., Toledo 1, Ohio.

195 CATALOG presenting the entire Yankee line of lamps, mirrors, and specialties in twelve pages. Each item is illustrated best given in condensed form. Items are classified for quick reference. Catalog is Kalamazoo punched for filing. A separate page is devoted to a description of the various point of sale aids. Yankee Metal Products Corporation, Norwalk, Connecticut.

197 SPARK PLUGS—Condensed four page specification folder for passenger cars, including 1951 models. "Plug Check" Indicator and Data Book also available. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Merchandise Division, Champaign & Chenoa St., Toledo 1, Ohio.

214 THE WHYS AND HOWS OF VOLTAGE REGULATORS—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., Long Island City 1, N. Y.

216 "BEHIND THE SCENES"—Facts and figures on how heavy duty ignition parts differ from others and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. BEANARD MOTOR PRODUCTS, Inc., Long Island City 1, N. Y.

217 "SELECT-O-CHART" Illustrates 871 panels for late model cars, 1949-1951. The Select-O-Chart simplifies ordering and shows at a glance what panels to use and where they go. Schofield Mfg. Co., 1149 E. 122nd St., Cleveland 17, Ohio.

218 CLAYTON DYNAMOMETER gives you an inside road test, always controlled, for diagnosing, adjusting and testing any car under all driving conditions. Easy and simple to install and operate. Can cut costs and increase power-labor sales 10% to 75%. Write for catalog and profit story. Clayton Mfg. Company, Box 489, El Monte, Calif.

223 NEW 48-PAGE BLACKHAWK WRENCH CATALOG NO. WH-1—Lists socket, bar-type and open end wrenches and sets, including new "Nugget" double-duty drive socket wrenches. Blackhawk Mfg. Co., Milwaukee 1, Wis.

249 CATALOG NO. 41-A AND SUPPLEMENT describes car application data on generator and starter armatures and field coils. Contains valuable interchangeability data on all passenger cars through 1950 listing generator and starter armature applications for the popular trucks. Arrow Armature Co., 15 Furham Road, Boston 24, Mass.

257 NUBBER PRODUCTS—A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, metal pads, motor mounts, rubber boots, faps, Anchor Rubber Products, Inc., 1715 Landon Road, Cleveland 12, Ohio.

262 OIL FILTER MERCHANDISE—These Extra Dollars and how to get them in oil filter service sales. All the facts on new Wix sales tools. . . The Cabinet Merchandise and Wix Division, Wix Accessories Corp., Gastonia, N. C.

263 HAND TOOL CATALOG NO. 67M-60 colorful pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. New Machine Company, New Britain, Conn.

267 AUTOMOTIVE BEARINGS—Catalog 60-CB—a 68-page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., New Castle, Pa.

272 FREE CATALOG BULLETIN NO. 1899 describes Blackhawk's new "portable lift," the J-17 LIFT-POST Hydraulic Jack. Blackhawk Mfg. Co., Milwaukee 1, Wis.

277 ELECTRICAL SWITCHES—The 1952 Cole-Horse line consists of automotive switches, truck and trailer connectors, accessories and miscellaneous automotive electrical equipment. Address Cole-Horse Company, 20 Old Colony Avenue, Boston 27, Mass.

283 FACTS ABOUT IGNITION COILS—Learn what characteristics of a coil are needed for top motor performance, the significance of coil polarity, why an engine sputters at low speeds and many other tips on ignition service. Echlin Mfg. Co., 245 East 8th, New Haven 8, Conn.

304 ILLUSTRATED FOUR-PAGE COLOR FOLDER—Showing the operation and construction features of the new Storm-Vulcan Turbo Blast, a parts and motor block cleaner, with handy specifications. Write Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

305 KOTAFIN CRANKSHAFTS INCREASE BEARING LIFE—A new service booklet, "Stop Bearing Failures," for the benefit of users of reconditioned crankshafts. Booklet clearly shows the cause of most early bearing failures, and how the KOTAFIN process prevents them, also lengthens bearing life. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

314 WAGNER BRAKE PARTS CATALOG—A handy ONE-POINT reference to fast-moving brake parts and linings, covering popular models of cars and trucks. Catalog also lists complete stock of shoe and change sets, as well as CoMax lined lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 4365 Plymouth Avenue, St. Louis 14, Missouri.

315 BETTER IGNITION by Delco-Remy—16-page, 8 1/2 x 11 inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

317 GRIZZLY BRAKE BONDING CATALOG—Describes equipment for conditioning shoes for bonding; power pressure gas heated automatic bonder; clamping devices and gas and electric ovens for bonding. Complete listing of fastened segments and applications. Grizzly Mfg. Co., Paulding, Ohio.

320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and dotted for inclusion in jobber salesmen's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

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SOUTHERN AUTOMOTIVE JOURNAL

806 Peachtree St., N. E.

Atlanta 5, Ga.

128 GENERATOR, STARTER AND ARMATURE APPLICATION data for all passenger cars through 1965 are described in catalog No. 51. Arrow Armatures Company, 55 Fordham Road, Boston 24, Mass.

Spoken

Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is furnished.

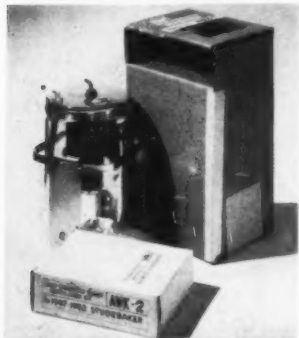


(Continued from page 87)

712—Windshield Washers

A line of four windshield washers, said to fit 61 car models, has been introduced by Trico Products Corp., Buffalo 3, N. Y.

Three sets provide quick installation on Chevrolet, Ford and Chrysler



lines. The fourth set, with separate installation kits, fits 33 additional models of other manufacturers. The line features high-pressure vacuum power unit and touch-button control.

Want more information? Use coupon on page 138 and you'll get it!

713—Lubrication Unit

A dual-pump Autoluber, a portable lubrication unit with an air-motor-operated Lubrigun for chassis lubricant and another gun for gear lubricant, has been introduced by Lincoln Engineering Co., 5701 Natural Bridge Ave., St. Louis, Mo.

Hose assemblies are designed for easy withdrawal or return to storage compartments and are in lengths of 10' and 7'. The two sections of the cabinet may be raised vertically, independent of each other, for simple drum changing. There is an air inlet on each end of cabinet.

Want more information? Use coupon on page 138 and you'll get it!



714—Battery Chargers

A line of battery chargers and charger-testers, all operating on the thermostatic-control principle with automatic shut-off, has been announced by Heyer Industries, Inc., Belleville, N. J.

Included in the line are 6-12 volt fast chargers, and fast charger-testers, 6-12 volt utility chargers and combination open-circuit battery and regulator voltage testers, as well as 6-12 volt trickle chargers.

Want more information? Use coupon on page 138 and you'll get it!

HOW OFTEN DO YOU CHECK THE THERMOSTAT?



There are plenty of times when a thermostat check should be part of your regular routine. For instance, every motor tune-up job, every major overhaul, every time you change, add or remove anti-freeze... they're all good times to check the cooling system and replace a defective thermostat with a Dole DV.

Make a thermostat check a routine habit and you'll sell more parts and make more satisfied customers, too. Dole thermostats are "tops" in quality. They

assure improved motor performance, less gas and oil consumption, less motor wear.

**Protect Your Good Name
with Another**

Control with Dole

DOLE

THE DOLE VALVE COMPANY

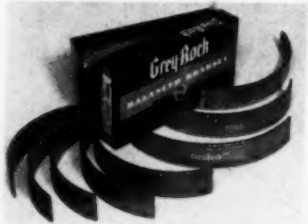
1212 Canal Ave., Chicago 12, Ill.

Representatives in principal cities

715—Brake Sets

Brake lining sets for passenger cars and light and medium trucks, designed to provide fast, quiet stops and balanced brake action, are now available from Grey-Rock Division, Raybestos-Manhattan, Inc., Manhattan, Pa.

Where required to improve braking on some makes and models, sets are



now being shipped with combinations of woven and molded linings. Special woven linings are said to provide faster stops and to overcome hard pedal.

Want more information? Use coupon on page 138 and you'll get it!

716—Tool Display

A colorful display panel for its line of tools, featuring a large number of perforations so supporting brackets can be placed in a wide variety of positions, is now available from



Ammco Tools, Inc., Commonwealth Ave., North Chicago, Ill.

The back of the board (shown in right-hand photo) provides shelf space for stocking engine-rebuilding and brake tools. Photo at left shows front view.

Want more information? Use coupon on page 138 and you'll get it!

717—Wheel Aligner

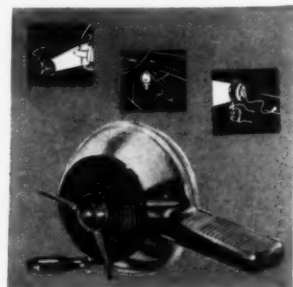
An improved mirror assembly is now used with the Visualiner wheel aligner produced by John Bean Division, 1805 Cedar, Lansing, Mich.

Positive-grip contact points are said to attach mirror assembly solidly to the rim with only a quarter turn of the locking ratchet. This permits operator to attach mirror assembly on wheels in a few seconds, the manufacturer said.

Want more information? Use coupon on page 138 and you'll get it!

718—Hand Spotlight

A hand spotlight that plugs into cigaret lighter or regular socket, featuring a prop on the back that permits light to be set up on the ground while making repairs around the car,



has been announced by Electroline Manufacturing Co., 2622 E. 51st St., Cleveland 4, Ohio.

The light has a pistol-grip handle and a retainer to keep cord out of the way. The unit may also be clamped in various positions for extra convenience. It is available in chrome or hammerloid finish and with clear or red sealed-beam unit.

Want more information? Use coupon on page 138 and you'll get it!

719—Tack Cloth

A Permacel tack cloth for automotive paint shops, said to pick up dust and dirt on surfaces to be painted rather than spreading them, has been introduced by Industrial Tape Corp., New Brunswick, N. J.

The cloth will remove dust, dirt, lint, abrasives particles and even paint particles, the manufacturer said. The cloth is 18" by 36" and is sealed in a cellophane bag to keep it soft and flexible. It is said to be spontaneous-combustion proof.

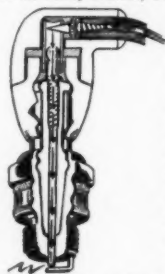
Want more information? Use coupon on page 138 and you'll get it!

720—Ignition Insulator

Ignition insulators in seven types to fit cars, trucks, buses and tractors are now available from Sealtight Corp., Cedar Rapids, Iowa.

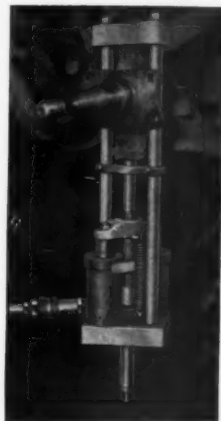
The insulators are said to give quicker, more positive starting in cold or damp weather and to improve firing for greater gas economy. They reportedly stop arcing and prevent electrical losses. Insulators are available for spark plugs, distributor, coil and magneto. A complete set can be installed in less than 15 minutes, the manufacturer said.

Want more information? Use coupon on page 138 and you'll get it!



721—Kingpin Pusher

A kingpin pusher that may be used with the OTC 17½-ton Power-Twin hydraulic ram to remove car and truck kingpins is now being marketed by



Owatonna Tool Co., 306 Cedar St., Owatonna, Minn.

Even the most stubborn pins can be removed in minutes, the manufacturer said. The hydraulic ram can be detached and used for a variety of other pushing and pulling jobs.

Want more information? Use coupon on page 138 and you'll get it!

722—Ignition Data

Four volumes of ignition data for countermeasures, mechanics and buyers, including promotion suggestions as well as identification, interchange, adjustment and application, have been issued by F. & B. Manufacturing Co., 4248 W. Chicago Ave., Chicago 51, Ill.

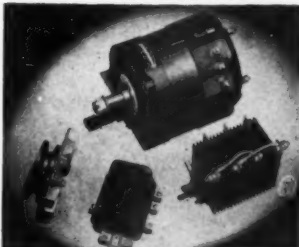
Want more information? Use coupon on page 138 and you'll get it!

723—AC Generators

A line of alternating-current generators, designed for emergency vehicles equipped with two-way radio and other applications requiring high output and heavy charge at engine idling speed, has been announced by Delco-Remy Division, Anderson, Ind.

Generators are available in packages that contain all necessary parts, including generator, rectifier and regulator for converting the charging system.

Want more information? Use coupon on page 138 and you'll get it!



MARVEL keeps NEW CARS NEW LONGER... USED CARS IN USE LONGER...



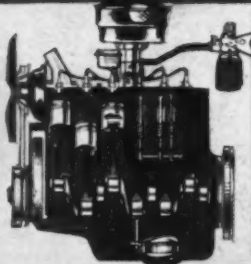
Profit-minded dealers and repair shops know the best advice they can give a customer is to suggest Marvel in the crankcase and gas tank.

Whether he has a new car or used car, it's advice a driver can hear in the hum of his motor... feel in the smooth, powerful thrust of his car.

For Marvel really registers — in the increased mileage a man gets out of his car per gallon . . . in the lower service charges he shells out at inspection intervals.

Moral: There are times when talk pays off in repeat business. These are the times you talk up Marvel Lubrication Service.

**FOR MORE PROFITS —
PUSH MARVEL MYSTERY OIL
AND THE MARVEL INVERSE OILER**



Marvel in the crankcase lays a strong, heat-resistant film of oil on all moving parts . . . eliminates hydraulic valve clatter . . . provides ring seal . . . cleans, cools and protects bearings and vital upper cylinder regions. The car runs for many more engine miles per dollar.

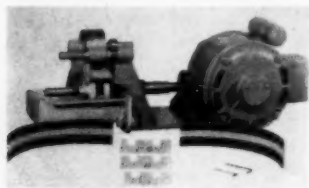
Install a Marvel Inverse Oiler for direct lubrication to the heart of the engine. Feeds in direct proportion to horsepower curve through inverse ratio to manifold vacuum. No other oiler works on this principle! Fully adjustable. Easy to install. Fully guaranteed.

**Your jobber can supply you, or write:
EMEROL MANUFACTURING CO., INC.
Dept. 171, 242 W. 69th St., New York 23, N. Y.**



724—Adhesive Applicator

A machine for applying bonding adhesives, said to coat from 600 to 900 brake linings an hour, has been announced by Westbrook Industries, Inc., 140 Malvern St., Newark, N. J.



In operation, the proper stripper is selected for width of lining to be coated and attached to adhesive container. Rollers are set to correspond with stripper and adjustments are made on the guide arm. The machine can be mounted on a bench. It is said to eliminate waste and to produce more uniform jobs than when hand brushing is used.

Want more information? Use coupon on page 138 and you'll get it!

725—Battery Charger

No. 220 battery charger, made to take a 6-volt battery at 20 amperes or a 12-volt battery at 20 amperes by flipping a switch, is now being mar-



keted by Triple-A Specialty Co., 2101 W. Walnut St., Chicago 12, Ill.

The charger will do the same multiple service for 12-volt batteries that its No. 120 charger will do for 6-volt jobs, the manufacturer said.

Want more information? Use coupon on page 138 and you'll get it!

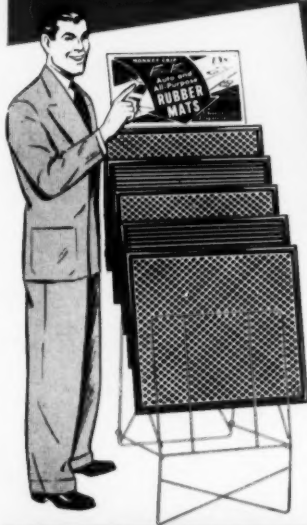
MONKEY GRIP PROVED PROFIT MAKERS

SIZZLE
PATCHES

WIPER
FILLER TABS
and FASTER WIPING
SIZZLE BOARD



Filler tabs that plug the tube injury and a faster firing sizzle board are features that keep Monkey Grip sizzle patches at the top of the profit makers.



Feather Flex
AUTO MATS
With the New
**DISPLAY
MERCHANDISER**

Your customers are attracted by the colorful new Display Merchandiser... they SEE the five beautiful colors, the modern, practical designs and the superior Monkey Grip quality! They FEEL the live, all new rubber; the patented "stay-put" back, the deep grooves and wells, the no-drain-off border and the sharp wiping edges. They BUY because these mats have the features that make sales... that make Feather Flex mats your BEST BUY!

MONKEY GRIP SALES COMPANY

5320 HARRY WINES BLVD. • DALLAS, TEXAS



Same ownership and management as Better Monkey Grip Company

726—Safety Kit

A safety kit for use when breakdowns occur on the road at night, designed to provide a warning to approaching traffic and to supply light to work by, has been announced by Westinghouse Lamp Division, 2260 Peachtree Industrial Blvd., Chamblee, Ga.

The kit contains a 12' rubber cord that plugs into cigaret lighter, an all-



glass head-lamp with a clasp that snaps onto the rim to make a handle or stand and a "caution" sign of Scotchlite reflective material. The lamp can be used as a replacement for a burned-out headlight. The kit is packed in a sturdy display-type box.

Want more information? Use coupon on page 138 and you'll get it!

727—Parts Cleaner

A Gunk Hydro-Seal cleaning kit for cylinder heads, crankshafts and larger parts is now available from Curran Corp., Lawrence, Mass.

The 60-gallon size is said to make it possible to clean these larger parts as easily as smaller units. The cleaner works hot or cold and is self-scouring.

Want more information? Use coupon on page 138 and you'll get it!



"That sure is a sign of satisfaction!"

"MoPAR always means satisfaction—and for good reason.

"You see, Chrysler Corporation invests millions every year in research to improve its products. These products include MoPAR Parts as well as Plymouth, Dodge, De Soto, and Chrysler cars and Dodge "Job-Rated" trucks for which MoPAR parts and accessories are engineered.

"When parts get that kind of engineering, Mister, they're bound to be good. And that's why I buy MoPAR parts with all the confidence in the world.

"I know they're made to the same high standard as original parts. I know they'll

fit and function perfectly. And I know they'll help maintain original pep, power, and economy.

"In short, I know that MoPAR means a better repair job with less time and labor—and a job you can depend on for top performance and long life."

One of the best ways to let people know you recommend and install genuine Chrysler Corporation parts and accessories is to display the MoPAR sign—the sign of satisfaction. Find out today how you can qualify for a free MoPAR sign. Just write to Chrysler Corporation, Parts Division, Advertising Department, Detroit 31, Michigan.



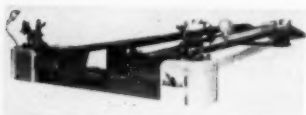
You can get MoPar parts at any Plymouth, Dodge, De Soto, or Chrysler dealer and from many general service and repair shops.

CHRYSLER CORPORATION • PARTS DIVISION • DETROIT 31, MICHIGAN

728—Wheel Aligner

A power-operated Dyn-A-Lyzer, said to measure alignment with wheels in driving position and power-driven under load, has been announced by Manbee Equipment Division, 185 N. Wabash Ave., Chicago 1, Ill.

Spirit-level gauges with magnified scales give readings corrected for wheel runout, plus measurement of

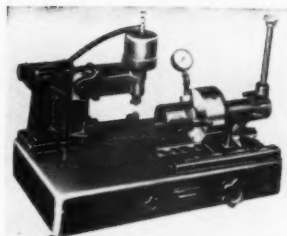


runout in degrees and inches. One operation with the Tractoscopes is said to center steering position, set toe and check tracking. The car does not have to be set square on the rack for accurate readings, the manufacturer said.

Want more information? Use coupon on page 138 and you'll get it!

729—Piston Knurler

The Pedrick Kam-Knurl, designed to expand piston cam diameters and to produce a notched or knurled surface on the thrust faces of the piston skirt, has been placed on the market by Wilkening Manufacturing Co., 2000 S. 71st St., Philadelphia 42, Pa.



The heavy-duty chuck holds pistons from 2" to 6" in diameter. Both thrust faces of the piston can be knurled without removing it from the chuck. Amount of knurling is controlled by air pressure. Pistons may be expanded to original size or beyond, at either end of the skirt or evenly along its full length, the manufacturer said.

Want more information? Use coupon on page 138 and you'll get it!

730—Electric Crane

An attachment for electrical operation of its Hydro-Lift combination crane, said to make operation of the lift three times faster than when it is operated by hand, has been announced by Star Machine & Tool Co., 201 6th St., S. E., Minneapolis 14, Minn.

Handle is moved forward to lift load and back to lower the load. Power is supplied by standard 6-volt automotive battery. The crane can be used on trucks or quickly transferred to a three-wheel base for shop use. It has a capacity of 2,000 lbs.

Want more information? Use coupon on page 138 and you'll get it!

731—Washing Brush

A brush for washing cars, featuring a needle-type valve that screws onto standard hose and provides instant control of water flow to the brush head through a flexible tube, has been announced by Free Action Fountain Brush Manufacturing Co., 4629 13th Ave., S., Minneapolis 7, Minn.

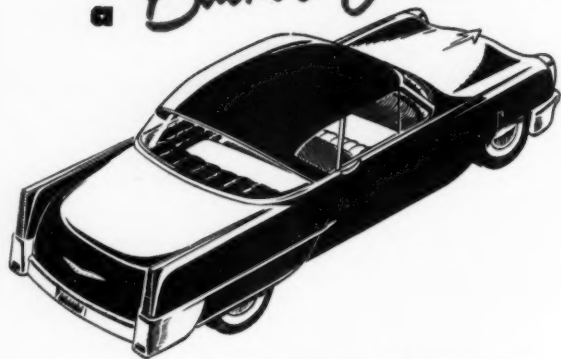
The flexible tube permits brush to be moved in any direction, the manufacturer said. The water flows out of the brush, carrying dirt and grit away from the bristles. Brush holder is of molded rubber and brush is designed to work into corners and moulding grooves.

Want more information? Use coupon on page 138 and you'll get it!



would you call THIS

"Bucket of Bolts?"



In the days when the horse and buggy was giving way to the "horseless carriage" the die-hards referred to the automobile as a "bucket of bolts".

It was true then, as it's true now, that hundreds of nuts and bolts are used in the manufacture of every car.

Without fasteners there would be no automobiles as we know them.

Yes, fasteners are important in repair work as well as for original equipment. That's why most independent and fleet repair shops specify Lamson & Sessions fasteners when ordering from their jobbers.



The **LAMSON & SESSIONS Co.**
1971 West 85th Street • Cleveland, Ohio

Plants at Cleveland and Kent, Ohio • Chicago • Birmingham

ONE OF THE WORLD'S LARGEST MANUFACTURERS OF AUTOMOTIVE FASTENERS

at your service...

FOR "BONDING AT ITS BEST!"

For fast, complete, experienced service on bonding, no one can equal your Grizzly Distributor! He has exactly the right equipment and lining to make bonding pay off handsomely for you: His "Saftibond" lining, the *first* with factory-applied bonding agent, provides cleaner, better results at less cost. From his well-stocked shoe exchange you can quickly get "Saftibond-ed" shoes (and also *riveted* shoes) all ready for installation. And each set of Grizzly lining or shoes is delivered to you in special, clearly labeled cartons. He will even offer you expert instruction on the installation of bonded brakes! Start getting those bigger bonding profits—get in touch with your Grizzly Distributor today! *Grizzly Manufacturing Company, Paulding, Ohio.*



BEAR IN MIND  ...ASK FOR

GRIZZLY
Reg. U.S. Pat. Off.
BRAKE LINING

GRIZZLY SYNCRO-SET,® SILVERTIP AND SAFTIBOND®
BRAKE LININGS • PRECISION BUILT HEAVY DUTY
BRAKE BLOCKS • GRIZZLY HYDRAULIC BRAKE FLUID

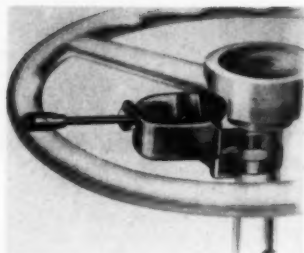
732—Lamp Display

A sturdy panel-board display for its line of lamps, lights and mirrors is now available from Grote Manufacturing Co., Bellevue, Ky. The display measures 32" by 24" and is suitable for walls, windows and counters. It offers a convenient demonstration of the light-reflecting and transmitting qualities of the items in the line.

Want more information? Use coupon on page 138 and you'll get it!

733—Directional Signals

Sigflare Autoret directional signals for trucks, buses and passenger cars, including a sensitive self-canceling



switch that is said to operate even when a limited-angle turn is com-

pleted, have been added to the line of Signal-Stat Corp., 523 Kent Ave., Brooklyn 1, N. Y.

The switch also permits all four signals to be flashed at once if vehicle is disabled and a warning is needed. The switch housing is designed with an adjustable clamp to fit different steering columns and comes in either chrome or soft-tone finish.

Want more information? Use coupon on page 138 and you'll get it!

734—Filter Catalog

A 52-page catalog, featuring heavy-duty service oil filters and containing a "short course" on the essentials of heavy-duty oil filtration, has been

IT PAYS

MASTER CYLINDERS

WHEEL CYLINDERS

MASTER CYLINDER KITS

WHEEL CYLINDER KITS

SUPER "40" BRAKE FLUID

SUPER "50" BRAKE FLUID

WHEEL CYLINDER CUPS

to put all your eggs
in the "basket"

There are many big advantages in making The Brake Parts Line your major source of supply. Here's why:—

ONE complete line that is recognized as the standard for replacement.

ONE unvarying high standard of quality — backed by years of product development and experience.

ONE complete line, merchandised and set-up to simplify your ordering and inventory problems.

ONE name that is known all over the world — by Dealers and Brake Service Men.

There's more profit in The Brake Parts Line, too! **ONE** stop at the EIS Booths tells the complete story.



EIS AUTOMOTIVE CORP. Middletown, Conn.

ASK YOUR JOBBER OR WRITE DIRECT



issued by DeLuxe Products Corp., LaPorte, Ind. One section shows how different engine conditions may be diagnosed by examining cartridges. The catalog covers passenger cars, trucks, tractors, buses, power units and marine engines.

Want more information? Use coupon on page 138 and you'll get it!

735—Thermostat Tester

An electrically-heated thermostat tester, equipped with an automatic temperature circuit breaker that can be manually set, is now being produced by Practical Products Co., 2632 Nicollet Ave., Minneapolis, Minn.

The Kleer-Flo tester, as it is called, is said to indicate opening and closing



temperatures of all types and sizes of automotive thermostats. Results are visual so customer and mechanic can see if replacement is needed.

Want more information? Use coupon on page 138 and you'll get it!

What a line!

**The ARCO line...ENGINEERED
for easier, faster priming
and surface preparation**



FOR FEATHER-TOUCH SANDING



QUIK-WINK

Lacquer Primer-Surfacer available in red or grey.

- 15 minute dry.
- Quick initial break-through.
- Powders off with finger-tip pressure.
- Unusual color hold-out.
- Excellent filling and non-setting qualities.
- Super adhesion.
- Takes 2 to 1 reduction.
- Sand with No. 300 paper.

FOR QUICK CLEANING



CLESOL SOLVENT CLEANER

Now improved cleaner for quick removal of practically all foreign matter.

- Removes silicones, tar, wax, grease, insects, road film.
- Eliminates "fish eyes".
- Fast—requires less cleaning time.
- Provides oil-free surface.

FOR SPEEDY UNDERCOATING



NON-SANDING PRIMER-SURFACER

Primes, surfaces and seals bare metal, lacquer or enamel surfaces.

- Needs no sanding.
- High hold-out qualities.
- Can be recoated with lacquer or enamel in one hour.
- Excellent non-lifting qualities.



Paints, Lacquers,
Varnishes, Enamels,
Protective Coatings
TRADE MARK

THE ARCO COMPANY • 7301 BESSEMER AVE. • CLEVELAND 27, OHIO
ARCO COMPANY OF CALIFORNIA, LTD. • 743 E. 59 ST. • LOS ANGELES 1, CAL.
A Subsidiary of American-Marquette Company

**ASK YOUR ARCO JOBBER
ABOUT THE FULL LINE
or SEE US AT THE A.S.I. SHOW**

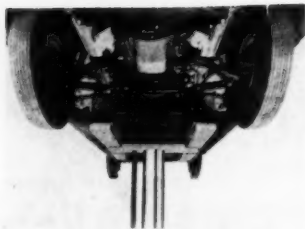
736—Bearing Manual

A comprehensive manual on bearings, containing information on types of automotive bearings, location, lubrication, care and correction of difficulties, has been issued by Johnson Bronze Co., New Castle, Pa. Many illustrations, diagrams and charts are included.

Want more information? Use coupon on page 138 and you'll get it!

737—Frame Lift

A frame lift, said to be especially helpful for working on automatic transmissions, wheel suspensions and frameless bodies of vehicles, has been



placed on the market by Rotary Lift Co., 1054 Kansas, Memphis 2, Tenn.

The lift is a single-post type for minimum installation cost, the manu-

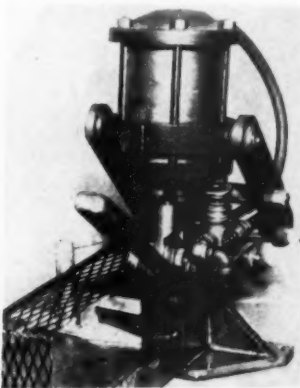
facturer said. It has a pick-up superstructure of 2" steel and pick-up pads of oil-resistant synthetic rubber to provide a good grip and a protective cushion. "Easy-Spot" wheel grooves make for quick positioning of cars. The lift will handle most cars without adapters, the manufacturer said. Adapters are furnished for cars with unusual frame construction.

Want more information? Use coupon on page 138 and you'll get it!

738—Power Debonder

A power debonder, operated by a hand lever that opens a valve controlling compressed air, has been introduced by The Permafuse Corp., 12 Commercial Ave., Garden City, N. Y.

Power of the knife blade is obtained through an air cylinder. The machine is said to slice lining off to tissue-paper thickness. A Chevrolet



factory-bonded shoe, for example, can be debonded in approximately 15 seconds with no heat and no dust, according to a company announcement.

Want more information? Use coupon on page 138 and you'll get it!

739—Brake Lining

Brake linings designed to handle the extra work imposed on brakes of cars with automatic transmissions are now being produced by Gatke Corp., 228 N. LaSalle St., Chicago 1, Ill.

The lining is an adaptation of the firm's grooved brake lining, providing increased holding power as well as maintaining smooth deceleration and good wear resistance, a company announcement stated. The lining is identified as A-T 42.

Want more information? Use coupon on page 138 and you'll get it!



What's NEW at Anchor

There's always something new at Anchor. In addition to the many new lines regularly introduced by Anchor, existing lines are constantly expanded to meet current requirements. A few of the most recent additions are shown below.

New SHOCK ABSORBER LINK ASSEMBLIES



Made to original equipment specifications — for accurate, dependable replacement (no guesswork!) Attractively packaged with complete replacement data on every link. They are the latest addition to the "Anchor" family.

New MOTOR MOUNTS



New available — Electric motor mounts for 1948 on date. Look to Anchor FIRST — for late model motor mounts — because Anchor is FIRST to introduce them to the replacement field.

New SPLASH GUARDS



New type splash guard — exclusive with Anchor. Consists of a steel plate and rubber slit construction. Steel plate is permanent installation. Rubber slit is quickly and easily replaceable and costs less than half of ordinary all-rubber splash guards.

New SPLASH GUARD BRACKETS



A specially designed mounting bracket for combination rubber and steel splash guards. The spring tension within Anchor splash guard is retained. Prevents tearing and ripping when track hits landing platform.



ANCHOR RUBBER PRODUCTS, INC.
1725 LONDON ROAD • CLEVELAND 12, OHIO

FOR YOUR BEST BATTERY-SELLING SEASON

Join the Switch to Exide...



RIGHT NOW'S THE TIME to get set for bigger winter sales. Join the hosts of newest Exide dealers who have the proof that **SWITCH TO EXIDE** means **GOOD BUSINESS**—repeat business... pleased customers... and more profits. Here's why:

EXIDE DEPENDABILITY... batteries you can trust, a top-ranking requirement of the car owner.

EXIDE LONG LIFE... proved through the years... now longer life than ever before.

EXIDE NAME... known to millions through years of consistent national advertising... over 130,000,000 messages in 1952.

EXIDE BATTERIES ARE FULLY GUARANTEED—NATION-WIDE.

THE COMPLETE EXIDE LINE, with a price range that gives dollar-savers and quality-seekers *more for their money.*

EXIDE'S PROVED SERVICE ROUTINE... a sure-hit business booster and profit maker.

AND... VERY IMPORTANT... The Exide Distributor is an excellent supplier. You can count on him for fresh stock... prompt deliveries... quick, fair adjustments... reasonable terms.

THE ELECTRIC STORAGE BATTERY CO.
Philadelphia 2

Exide Batteries of Canada, Limited, Toronto

"EXIDE" Reg. T.M. U.S. Pat. Off.
"ULTRA START" T.M. Reg. applied for



ULTRA START...

New leader of the famous Exide line.

**ACT TODAY...
Switch to Exide**

WHEN IT'S AN **Exide** ...YOU START

740—Muffler Merchandiser

A merchandising banner for automotive mufflers, suitable for both indoor and outdoor use, is now available from Walker Manufacturing Company of Wisconsin, Racine, Wis.



Measuring 36" by 24", the banner is printed in red, yellow and black.

Want more information? Use coupon on page 138 and you'll get it!

741—Radiator Hose

"Kwik-Flex" flexible automotive hose, featuring tempered-steel coil construction and hose ends of molded rubber to take standard clamps, have been announced by Durkee-Atwood Co., 215 7th St., N. E., Minneapolis 13, Minn.

Bellows-like design permits hose to be bent, stretched or compressed to fit different applications. No special tools are required for installation. Passenger cars from 1936 through



1952 are said to be serviced with 18 sizes, while many popular truck and bus applications can be serviced with 12 heavy-duty sizes.

Want more information? Use coupon on page 138 and you'll get it!

742—Air Transformer

The HLD air transformer, designed with a two-stage regulating principle that provides easier adjustment of pressures with an adjusting knob, has been added to the line of The DeVilbiss Co., 300 Phillips Ave., Toledo 1, Ohio.

The unit is said to trap oil and moisture present in compressed-air lines and deliver clean air to all outlets. The transformer has two regulated air outlets and two unregulated. It has a capacity of 100 cfm. Corrosion-resistant metals are used in the condenser chamber to give longer life.

Want more information? Use coupon on page 138 and you'll get it!

743—Paint Gauge

A gear-operated paint-measuring gauge, said to be easy to operate and accurate, is being marketed by The Arco Co., 7301 Bessemer Ave., Cleveland 7, Ohio.

The Micragauge, as it is called, is actuated by a simple rack-and-pinion connecting the aluminum gauge-block with a graduated, two-pronged measuring blade with gauge-block resting on the rim of the mixing cup. The blade slides up or down to correct position when a knurled knob is turned. The unit is available in four sizes for pint, quart, half-gallon, ¾-gallon and gallon cups.

Want more information? Use coupon on page 138 and you'll get it!



New 136-page
catalog of
**JOHNSON ENGINE
BEARINGS**

NOW
READY
FOR
YOU

THIS NEW Johnson Bearing Catalog is up-to-date on all passenger cars, popular trucks and buses. It contains complete listings . . . alphabetical, numerical and progressive size . . . of main, con-rod, cam-shaft bearings and piston pin bushings. Write for your copy today.

JOHNSON BRONZE CO.
563 S. Mill St. New Castle, Pa.





Big BUICK Dealer ARO



Charles R. Waller (seated), President, and Harry Hollywood, General Manager, Western Ave. Sales Inc., Chicago.

"... over 2,000 service customers a month!"

"We have chosen complete ARO lubrication equipment because of its speed and efficiency demanded in handling over 2,000 service customers a month!"—says Charles R. Waller, President, Western Ave. Sales Inc., largest Buick dealer in Chicago and the Mid-West.

Note the combination of ARO overhead reels, wall cabinet units and portable drains . . . outstanding eye-appeal *plus* features to *save time, improve service and increase lube profits!* See your ARO Jobber.

The Aro Equipment Corporation, Bryan, Ohio.

ARO Equipment of Canada, Ltd., Toronto, Ont.

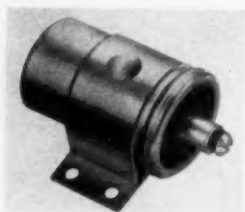
ARO

The Leader!
LUBE EQUIPMENT

Also . . . AIR TOOLS . . . HYDRAULIC EQUIPMENT . . .
AIRCRAFT PRODUCTS . . . GREASE FITTINGS

744—Heavy-Duty Condenser

A heavy-duty, oil-filled condenser, said to resist heat, moisture and fumes, has been announced by Kem Manufacturing Co., Fair Lawn, N. J.



The UC-100 condenser, as it is identified, has insulation values in the range above 4,000 volts, according to a company announcement. Universal flat-surface mountings for 6-, 12- and 24-volt systems are provided.

Want more information? Use coupon on page 138 and you'll get it!

745—Wrenches

A male drain plug wrench and a tension-indicating wrench have been added to the Duro-Chrome line of Duro Metal Products Co., 2649 N. Kildare Ave., Chicago, Ill.

The drain plug wrench has slightly-rounded corners to prevent wedging and avoid "knuckle - busting." The wrench goes in and out quickly and



easily. The No. 8099 1/2 H tension-indicating wrench indicates torque in the 150-foot-pound range and has a 1/2" square drive.

Want more information? Use coupon on page 138 and you'll get it!

746—Ignition Coil

An ignition coil with a molded plastic top that is said to stop electrical leakage and resist carbon arcing is now being marketed by P & D Manufacturing Co., Inc., 19-02 Steinway St., Long Island City 5, N. Y.

The coil is said to be especially effective on engines with higher com-



pression ratios. The top of Plaskon Alkyd, as the plastic is called, is said to retain its shape under high operating temperatures and to have good dielectric strength to assure operating efficiency of the ignition system.

Want more information? Use coupon on page 138 and you'll get it!

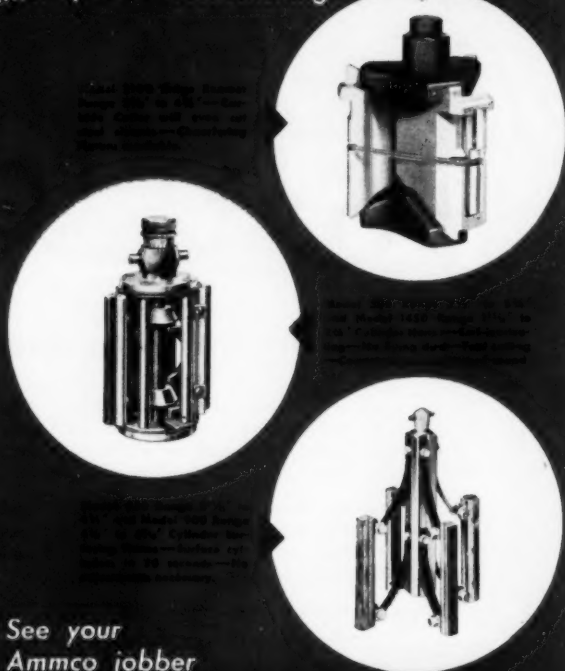
747—Seal Assortment

An assortment of wheel-bearing and grease-seal sets, with each set containing all bearings and grease retainers necessary to service one wheel, is now available from L & S Bearing Co., 1015 N. Broadway, Oklahoma City, Okla. The assortment contains 12 sets in a metal display and will service most Ford, Chevrolet and Chrysler products.

Want more information? Use coupon on page 138 and you'll get it!

Another Great AMMCO TRIO

...for cylinder reconditioning



See your
Ammco jobber

AMMCO

AMMCO TOOLS, INC.

1000 N. Broadway, Oklahoma City, Okla.



YOU ARE INSTALLING YOUR REPUTATION, TOO!

Protect it with

**American
Brakeblok**
DES. U.S. PAT. OFF.

THE SAFETY BRAKE LINING

Ask your jobber to exchange your old brake shoes—
for bonded shoes—lined with American Brakeblok.

When a customer brings his car in for a reline, he depends on you to see that he gets his money's worth. If the lining wears excessively, requires too frequent adjusting, gets hard or noisy, he blames it on you . . . and takes his work elsewhere.

Protect your reputation . . . and your workmanship . . . with American Brakeblok. It has been recognized for years for its high quality. It wears slowly and evenly, requires a minimum of adjustment. It gives the same soft pedal, the same instant response, throughout its long life. Don't risk losing your customer's confidence and goodwill. Recommend and install American Brakeblok, The Safety Brake Lining.

Brake Shoe

Copyright 1952, American Brake Shoe Co.

AMERICAN BRAKEBLOK DIVISION
DETROIT 9, MICHIGAN

748—Lube Valve

A control valve for high-pressure lubrication, featuring a simplified design that permits valve to be cleaned or reconditioned by the user, has been announced by The Aro Equipment Corp., Bryan, Ohio.

Model 60961 "Adapto" control valve,



as it is called, is lightweight and has hand-grip trigger for easy operation. Valve body disassembles into three sections, giving easy access to valve seat and packing. The valve has a curved nozzle with Hi-Draulic coupler to service standard hydraulic fittings and accept standard Aro hydraulic adapters.

Want more information? Use coupon on page 138 and you'll get it!

749—Air Compressors

Two air compressors, a portable model for use wherever highly mobile air supply is needed and a compact, heavy-duty unit for inflating truck tires and operating impact wrenches



for wheel lugs, have been added to the line of Kellogg Division, American Brake Shoe Co., 97 Humboldt St., Rochester, N. Y.

The portable unit is available with either electric motor or gasoline engine. Mounted on two wheels and weighing 130 lbs., it has a displacement of 2.6 cfm at 125 psi. With the gas-engine model, the air supply can be wheeled right to the car.

The heavy-duty model has a displacement of 20.5 cfm at 165 psi. It is gasoline-driven and equipped with electric self-starter, automotive-type muffler, automatic unloader control and pressure regulator.

Want more information? Use coupon on page 138 and you'll get it!

750—Brake Merchandisers

Two merchandising assortments for master-cylinder and wheel-cylinder assemblies, each contained in a steel display cabinet, have been added to the line of C. E. Niehoff & Co., 4925 W. Lawrence Ave., Chicago 30, Ill. Unit HS-34 contains only fast-selling assemblies. This unit is especially designed for shops with a growing brake business.

Want more information? Use coupon on page 138 and you'll get it!

751—Hydraulic Jacks

A line of "Hi-Range" heavy-duty hydraulic jacks, designed for use on trucks having higher axles and larger tires, is now being produced by Auto Specialties Manufacturing Co., St. Joseph, Mich.

Available in capacities of 3, 5, 8 and 12 tons, the jacks have a higher low and high height than the standard models, eliminating the need to



block the jack in changing truck tires or servicing trucks. The 3-ton model, for example, has a low height of 10" and a raised height of 20".

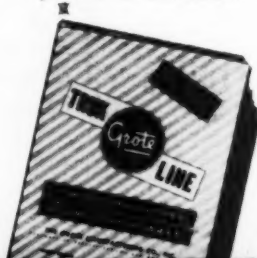
Want more information? Use coupon on page 138 and you'll get it!

SAFETY ALL THE WAY WITH THIS COMPLETE Grote LINE



There's a better Grote lamp, reflector or flare for every commercial vehicle safety lighting need. All are practical, road tested, approved designs—sturdily built and finished for long haul Truk-Line use. Let the distinctive features and superior qualities of these better lamps keep your equipment lighting safe all the way.

Dealers and jobbers sell the full line of safety when they show the complete Grote Truk-Line on this attractive display fixture. Here are the major items—suggesting more lamp and reflector needs for trucks—making more sales and profits for distributors.



See Grote
at Booths
A-412 - A-414
A.S.I. Show

Send for the new 1952-53 catalog of Grote Truk-Line lamps, reflectors, flares and mirrors.

THE Grote MFG. CO., INC.

GROTE SQUARE
BELLEVUE, KY.
(Opposite Cincinnati)

DELCO BATTERY

Gives YOU

More

Selling OPPORTUNITIES




IT'S advanced in design—it's super-powerful, super-efficient—and it'll deliver the finest performance ever! The Delco battery meets all the demands of modern motoring—and meets them long and economically. Just glance over the list of its features. They'll tell you why Delco is the Nation's No. 1 Battery and why you should get together with your United Motors wholesaler and begin to reap the profits from Delco.

ACCEPTANCE! Delco batteries are accepted by millions of motorists. They know that Delcos can be counted on for dependable starts, reliable power, and long life.

A BIG MARKET! The market mounts into millions, because Delco batteries are original equipment on more cars and trucks than any other make. Motorists know Delco performance . . . are pre-sold on staying with Delco.

MERCHANDISING HELP! You are offered a merchandising program that can give your sale of Delco batteries a powerful boost. More than that, you will be given complete battery service and technical data to work with merchandising aids to keep your sales up front.

NOW IS THE TIME TO GET STARTED! See your local United Motors wholesaler and arrange to get into the profitable business of selling Delco—the Nation's No. 1 Battery. It's easy to get started.

DELCO BATTERIES

A GENERAL MOTORS PRODUCT  A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE

UNITED MOTORS SERVICE

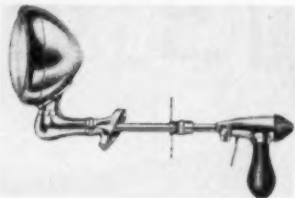
Division of General Motors Corporation
General Motors Building Detroit 2, Michigan

NOW ALL THESE FEATURES IN EVERY DELCO BATTERY

- ✓ **Maximum Starting Power!**
In life performance tests, Delco Batteries showed maximum starting power, after months of operation.
- ✓ **New Super-Quick Starts in Cold Weather!**
Exclusive, patented "expander" formula used in making negative plates for batteries produces greatly improved action in cold weather.
- ✓ **New Battery Ruggedness!**
Exclusive high temperature vapor treatment of plates creates stronger, longer-lasting bond . . . insures greater resistance to shock and distortion.
- ✓ **New "Balanced" Gravity Rating for Finest Performance!**
The new "balanced" gravity rating of Delco batteries assures users of longer battery life. Extra battery life means extra miles per battery—more value for your money.
- ✓ **"Tailored" Cases!**
Delco has "tailored" cases for each battery model. Special sealing compound to prevent cracking and leaking. Visual filling device for instant servicing.

752—Spotlight

A Lorraine Series "33" sealed-beam 5" spotlight, featuring a rotary-type switch and wireless shaft, has been added to the line of Appleton Electric



Co., 1701 Wellington, Chicago, Ill. Designed for left-hand or right-hand mounting, it has a continuous 360° turning angle. Installation brackets are available for most cars and trucks from 1935. Standard unit is for 6-8 volt operation. A 12-volt model is also produced.

Want more information? Use coupon on page 138 and you'll get it!

753—Fluid Dispensers

Five models of dispensers for automatic-transmission fluid, designed to keep fluid clean and to make filling of transmissions easier, have been added to the line of Aro Equipment Corp., Bryan, Ohio.



Model 60034, furnished with hand pump and dolly, fastens to original 100-lb. drums. Model 60025, also dispensing from original containers, is designed to match the Aro line of lubricators. Model 60084, to match the firm's Challenger lubricators, dispenses directly from original drums. Model 60054 is a pail-type dispenser with a 30-lb. capacity and a hand-grip for easier carrying. Model 60004 drum-cover type attaches to original drums and can be used with a dolly.

Want more information? Use coupon on page 138 and you'll get it!

KNOW WHAT'S COMING



HEAVY DUTY ARMS AND BRACES

MIRO-FLEX
MODEL NO.
9767 MS-200

EXTRA LARGE HEAD

MORE AND BETTER VISION

In answer to the demand for a rugged, well-braced, large mirror, Miro-Flex has produced the Model 9767 MS-200 illustrated above. It has found immediate favor and adoption with large truck and bus fleet owners.

Miro-Flex will keep pace with the fast growing trucking industry. A complete line of mirrors and lights is available through better automotive jobbers. If you need more information and prices, please write, wire or phone — and don't forget — Miro-Flex is the originator and manufacturer of the original Miro-Flare.



ASK FOR CATALOG OF COMPLETE LINE

754—Oil Filter

A heavy-duty oil filter for 1946-52 Plymouths and Chevrolets, equipped with special brackets that permit installation without drilling or tapping, has been placed on the market by Hastings Manufacturing Co., Hastings, Mich. The unit uses the 101 cartridge with "Densite" filtering material.

Want more information? Use coupon on page 138 and you'll get it!

755—Ignition Cabinet

A line of cabinets for its Filko ignition parts is now available from F. & B. Manufacturing Co., Chicago 51, Ill. A variety of sizes, together with the multiple-unit feature, is said to provide adequate stock for every type and size of automotive service business. Wall cabinets and floor models are available.

Want more information? Use coupon on page 138 and you'll get it!



756—Filter Assortment

The SS-24 assortment of cartridges for oil filters, designed to cover popular cars now on the road, has been announced by Wix Accessories Corp., Gastonia, N. C.

A metal display rack that holds the 24 cartridges is furnished with the assortment. The light-weight rack can be moved easily from inside of store to grease rack or gas island, the manufacturer said. A window sign and other merchandising aids are furnished with the assortment.

Want more information? Use coupon on page 138 and you'll get it!



757—Cleaning Basket

"Gumout 'n Basket," a package containing a 4-gallon pail with a light-weight dipping basket for parts. is now available from Pennsylvania Refining Co., 2686 Lisbon Road, Cleveland 4, Ohio.

Projecting handles of the basket make it possible to immerse and drain



parts without touching the solvent. It is not necessary to stir or agitate the solvent or rinse parts after cleaning, the manufacturer said. The solvent is

Want more information? Use coupon on page 138 and you'll get it!

758—Idler Arm

An idler arm for replacement on 1952 Fords has been added to the line of Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

Studs can be replaced separately without removing the arm, the manufacturer said, and design permits rolled threads for longer wear and more perfect fit.

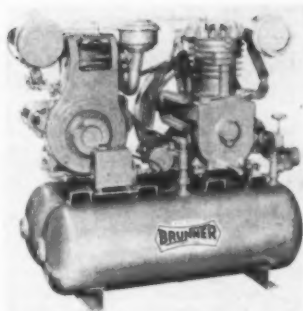


759—Air Compressors

Two gasoline-engine air compressors, designed especially for tire and truck road service but adaptable for many other uses, have been announced by Brunner Manufacturing Co., 1821 Broad St., Utica, N. Y.

One model is equipped with rope starter and has a pressure switch for automatic shut-off when tank pressure reaches the predetermined setting. A deluxe model, designed for constant service, has electric starting motor, starting solenoid and ignition switch. Both compressor and gasoline motor are air-cooled.

Want more information? Use coupon on page 138 and you'll get it!



PROVE IT FOR YOUR CUSTOMERS!
PROVE IT FOR YOURSELF!

**NO INSULATOR
ABSOLUTELY NO
INSULATOR
SEALS LIKE
SEALTIGHTS**

**TEST the Amazing
SEALTIGHT
INSULATOR
UNDER
WATER**

TOO DARN
SAFE AROUND
HERE SINCE THEY
PROTECTED THAT
PLUG WITH A
SEALTIGHT.

JUST PRESS
THE BUTTON
ZOWIE! PLUG
WILL FIRE

I'LL TRY
ONE FLIP
TO TEST

NO FUN-NO THRILL
NOT EVEN A FLIPPER-
TICKLE! THAT
PLUG IS SMOOK
PROOF!

PRESS

FLIP MY
WHISKERS! THAT
PLUG FIRES
UNDER WATER

PATENTED

SEALTIGHT IGNITION INSULATORS

Stop Stalls from Dirty, Wet Plugs . . . Stop Electrical Losses

- Quicker starts in any weather
- No stalling in inclement weather
- Perfect firing saves gas
- Stops harmful arcing
- Reduces Plug Maintenance
- Dynamometer tests show HP increased 4 to 12%
- Drive thru puddles without stalling—No down outs
- Easy to install—Easy to time

Ask Your Jobber or Write Us
Visit our Exhibit in Booths A627 and A629 A.S.I. Show

THE MOST COMPLETE LINE OF IGNITION INSULATORS IN AMERICA



SEALTIGHT
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No. SR100

SEALTIGHT CORPORATION • Cedar Rapids, Iowa, U.S.A.

760—Bench Press

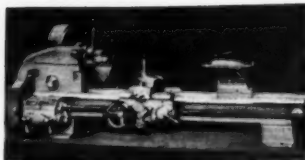
A 10-ton hydraulic arbor press of the bench type has been added to the line of Manzel, 315 Babcock St., Buffalo 10, N. Y.

It is recommended by the manufacturer for straightening, bushing removal and replacement, water-pump overhaul, assembly and disassembly of automatic transmissions. Vee blocks and bearing plates are furnished.

Want more information? Use coupon on page 138 and you'll get it!

761—Bench Lathe

A bench lathe for automotive shops, with a number of attachments for



doing a wide variety of jobs, is now available from South Bend Lathe Works, South Bend 22, Ind.

Attachments for the unit include: mica-undercutting attachment for armature repair work, a tool post mounted grinder for valve refacing and a Jacobs valve chuck for holding

valves and similar round stock.

Want more information? Use coupon on page 138 and you'll get it!

762—Directional Signals

Redesigned lamps for directional signals, said to eliminate the excessive vibration and socket corrosion that cause many lamp failures, have been announced by Sparton Automotive Division, Jackson, Mich.

Bulb sockets are mounted 45° away from the lamp base rather than at the lamp base. This means that only



a fraction of road shock and vibration transmitted through the base reach the bulb, the manufacturer said, increasing bulb life by as much as 70 per cent. Since moisture, dust and grime do not settle at the socket when it is placed at that angle, socket corrosion is reduced. The lamps are available with different types of mountings and lenses.

Want more information? Use coupon on page 138 and you'll get it!

763—Radiator Hose

A line of flexible radiator hose for heavy-duty service on trucks, buses and industrial engines has been announced by W. J. Voit Rubber Corp., 1600 E. 25th St., Los Angeles 11, Calif.

The hose range in size from 1 1/4" ID to 2 1/2" ID and from 8" to 24" in length. They have stronger fabrication to stand up under heavy-duty service. An inventory of 15 pieces is said to cover most replacements. Hose are packed in half-dozen cases.

Want more information? Use coupon on page 138 and you'll get it!

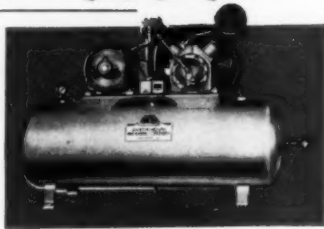


OUT OF YOUR AIR SUPPLY 3-WAYS

WITH A
WESTINGHOUSE "Y"
TWO STAGE COMPRESSOR

1. LOW OIL LEVEL PROTECTION
2. THERMAL OVERLOAD PROTECTION
3. STARTING UNLOADER . . .
Interlocked with Controlled Pressure Lubrication

In addition, the "Y" also offers all the usual modern features . . . two stage compression . . . air cooled design . . . pressure lubrication . . . automatic pressure control. It's available with displacements from 6.2 to 68 cfm. Motor capacities from 1 1/4 to 15 hp.



ACCESSORIES FOR THE WORK

PRESSURE REDUCING VALVES

Durable, dependable . . . supplied in varying capacities and for pressures ranging from 5 to 250 lbs.



WATER-COOLED AFTERCOOLERS

Remove moisture . . . deliver dry air to machines. The Westinghouse Type "W" Aftercooler is furnished in a full range of sizes.



"SAVAIR"® COCKS

Two-way, three-way, and four-way, key type cocks. Available in sizes ranging from 1/4" to 2".



INDUSTRIAL
PRODUCTS
DIVISION

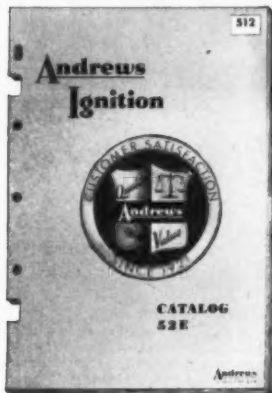
WESTINGHOUSE
AIR BRAKE COMPANY
WILMERDING, PENNA.



Factory Branch: EMERYVILLE, CALIF. Distributors throughout the United States. Consult your Classified Directory. Distributed in Canada by: Canadian Westinghouse Co., Ltd., Hamilton, Ontario.

764—Ignition Catalog

A catalog for its line of ignition parts, wire and cable, containing listings for passenger cars and trucks through 1952, has been issued by



Andrews Manufacturing Co., 924 S. Theresa Ave., St. Louis 3, Mo. An illustration of the actual part is included with each listing.

Want more information? Use coupon on page 138 and you'll get it!

765—Lamp Catalog

A revised catalog on its complete line of lamps, flares, reflectors, mirrors and safety devices for commercial-car use has been issued by Grote Manufacturing Co., Bellevue, Ky. A list of repair and replacement parts is included, as well as descriptions of merchandising aids.

Want more information? Use coupon on page 138 and you'll get it!

766—Electric Saw

A heavy-duty, self-contained portable electric saw, said to be especially suitable for removing fenders and for other body work, has been announced by Milwaukee Electric Tool Corp., 5316 West State St., Milwaukee 1, Wis.

By using the Model 414 Sawzall reciprocating saw, the operator can draw a chalk line and remove panels accurately, the manufacturer said. Replacement is said to be quicker because cutting with the saw is more accurate than burning with torch. The saw weighs 6½ lbs., operates at 2,250 strokes a minute and has a 5/8" stroke.

Want more information? Use coupon on page 138 and you'll get it!



STOP LEAKS ... FOR KEEPS!
SAFE...SURE...PERMANENT



We Send Profits to You

Endless millions of people read our advertisements in a long list of magazines. Each of these advertisements features these two facts:

1. Bowes "Stop-Leak" will save you money and trouble;
2. Look for the Bowes "Seal Fast" Dealer if you want guaranteed "care-free" service.

Cash-in on BOWES Advertising

Bear one important thought in mind. Over the years we have spent many thousands of dollars for advertising to send business to BOWES Dealers. This advertising has paid handsome dividends to both BOWES Dealers and to this company—we can't win if you don't.

Identify yourself as a Bowes "Seal Fast" Dealer and "Cash-in" on our national advertising.

2 More Fall Profit Items



RADIATOR KLEN-ZUR

An amazingly efficient, acid-free cleaner. Quickly and safely breaks up rust, scale and lime formations.

RADIATOR RUST-ROUT

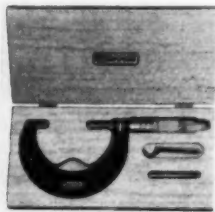
Not only breaks down existing accumulations of rust but prevents accumulation of more rust. Also lubricates the water pump. Rust-Rout is a MUST for genuine preventive service.



BOWES "SEAL FAST" CORP., INDIANAPOLIS 7, INDIANA

767—Micrometer

A micrometer designed especially for measuring crankshafts has been



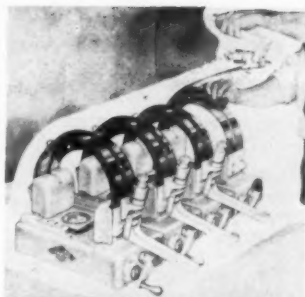
introduced by The L. S. Starrett Co., Athol, Mass.

The tool has a 3" frame and a range of $1\frac{1}{2}$ " to $2\frac{1}{4}$ ". The reading point is on the under side of the thimble, plainly visible while measuring, the manufacturer said. Frame is finished in black enamel and there is a satin-chrome finish on sleeve and thimble to make markings stand out. Thimble is stamped with decimal equivalents.

Want more information? Use coupon on page 138 and you'll get it!

768—Electric Bonder

A line of electric bonders and debonders in units for one, two and



four shoes, featuring a shoe holder that reportedly adjusts quickly to any shoe size in range and eliminates the need for an assortment of anvils, has been introduced by Barrett Equipment Co., 21st and Cass Ave., St. Louis 6, Mo.

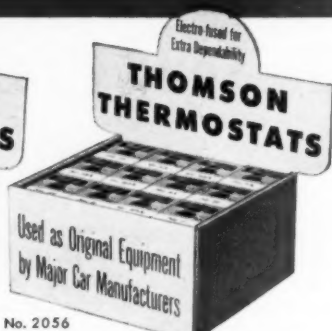
Temperature is automatically regulated to bond or de-bond passenger-shoe linings in three to five minutes, the manufacturer said, with truck sizes requiring proportionately longer. Model B-600B handles 9" to 12" passenger-car shoes, while Model B-602 services 12" to 16" truck shoes, to 4" face.

Want more information? Use coupon on page 138 and you'll get it!

TWO NEW all new stat assortments



No. 2055



No. 2056

Here's everything *any* dealer needs to get in the stat business this fall—in a big way! Assortment No. 2055 contains 24 genuine Thomson stats, in the temperature settings most often called for. No. 2056 contains 24 stats—all high and medium high temperature for fast fall turnover. Either way, these Thomson assortments are packed for profit . . . each covers 90% of all cars

. . . each includes new-type wall chart, window banner and price sheet in an improved counter display carton. Order now—from your NAPA Jobber.

STANDARD-THOMSON CORPORATION
DAYTON 2, OHIO



Sell Thomson—the most complete line in the thermostat business!



769—Polishing Cloths

Nun-Lint polishing cloths, made of a soft yarn that is said to give a quicker polishing job and to be lint free, have been placed on the market by Rittenbaum Brothers, 691 Houston St., N. E., Atlanta, Ga.

The cloths are available in packages containing 3, 5, 10, 25 and 100 yards. Tubular knit rolls of polishing cloths are also available in sizes from $\frac{1}{4}$ lb. to 25 lbs.

Want more information? Use coupon on page 138 and you'll get it!

770—Brake Blocks

Waffle brake blocks with a structure that is said to provide non-abrasive cleaning of drum surfaces for cooler operation and greater holding power are now being marketed by Gatke Corp., 228 N. LaSalle St., Chicago 1, Ill.

The brake blocks are an adaptation of industrial brake materials to automotive service, the manufacturer said. The linings are said to give long service. Sets are available for trucks, tractors, trailers and buses.

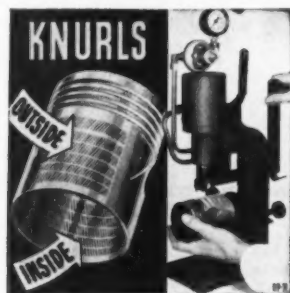
Want more information? Use coupon on page 138 and you'll get it!



771—Piston Knurler

A machine for knurlizing pistons by the "Lubri-Knurl" method is now available from Ramsey Corp., 3693 Forest Park, St. Louis 8, Mo.

Pistons are knurled on the inside, as well as on the outside, giving results that are said to be longer-lasting and more accurate. The pattern impressed into the piston produces small oil trenches that reportedly accumulate greater quantities of oil, providing improved lubrication of pistons and cylinder walls.



Want more information? Use coupon on page 138 and you'll get it!

772—Brake Assortment

A display assortment of brake parts, containing master-cylinder and wheel-cylinder repair kits, brake hose and switches, has been announced by



Eis Automotive Corp., Middletown, Conn. The metal cabinet, measuring 30" by 17" by 9", contains six basic assortments. Restocking is said to be easy.

Want more information? Use coupon on page 138 and you'll get it!

773—Directional Signals

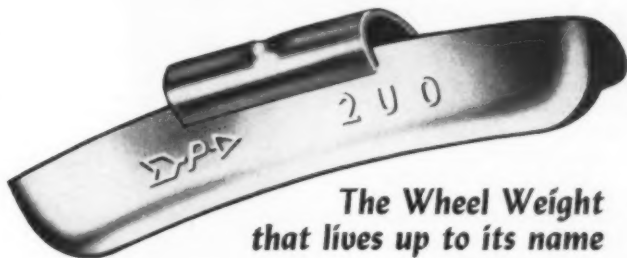
Directional signals, featuring the Stimsonite lenses that are said to resist fading and distortion, have been added to the line of R. E. Dietz Co., 225 Wilkinson St., Syracuse 1, N. Y. The units are 2 1/4" deep and are round based with single hollow stud mountings to reduce vibration. A single screw gives access to lens and bulb. Flush-mounting models are available. Signals are produced with self-canceling switches or non-canceling switches.

Want more information? Use coupon on page 138 and you'll get it!



...Where
BALANCE
is needed!

PERFECT
WHEEL WEIGHTS



The Wheel Weight
that lives up to its name

● "U" TYPE

A favorite in the industry. Fits ALL rims having factory trim rings except late model Cadillacs.

● "C" TYPE

The "C" type weight (new style) in six sizes will give most satisfactory results on passenger cars with "K" or "L" type rims.

● "SPECIAL" TYPE

Made for late model Cadillacs with hub caps covering entire wheel, except 1951 model for which "C" type weight is recommended. 6 sizes.



PERFECT EQUIPMENT CORP.
804 W. Morgan St. KOKOMO, IND. P.O. Box 706



Manufacturers of Wheel Weights for Trucks and Passenger Cars

774—Leak Detector

The Seep Spot'r, a leak detector for cooling systems that spots water seepage by use of an ultra-violet light beam and fluorescent powder, has been introduced by Tincher Products



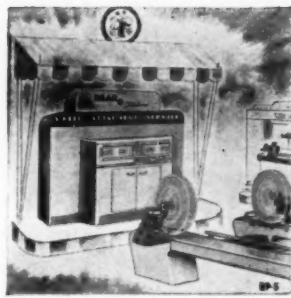
Co., Sycamore, Ill.

The powder, which is not affected by anti-freeze and is harmless to metal and rubber, is added to the cooling system and the engine is run for a short period to circulate it. The ultra-violet lamp beam is passed over the block, radiator, etc. A phosphorous glow can be seen wherever there is water seepage.

Want more information? Use coupon on page 138 and you'll get it!

775—Wheel Aligner

The Telaliner wheel aligner, using electromagnetic checking that is said to be quicker and more accurate, is now being produced by Bear Manu-



facturing Co., Rock Island, Ill.

Use of the electromagnetic principle makes it possible for the customer as well as the mechanic to see the condition of a car's steering on a screen. This is a help in merchandising this type of safety service, the manufacturer said.

Want more information? Use coupon on page 138 and you'll get it!

776—Cylinder Deglazer

A cylinder deglazer that features a flexible driveshaft, said to make operation easy from any angle and to permit quick entry into back cylinders, has been introduced by Hastings Manufacturing Co., Hastings, Mich.

The Flex-Drive hone, as it is called, has an expansion cone that adjusts to cylinders from 3" to 3 3/4" in diameter. Fine-grit stones remove glaze and high spots but take no appreciable metal, the manufacturers said. With an extension attachment, cylinders up to and including 7" can be deglazed.

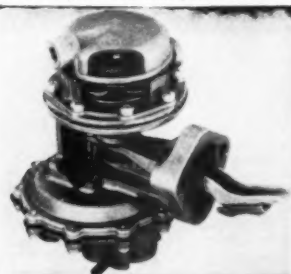
Want more information? Use coupon on page 138 and you'll get it!

777—Fuel Pump

Improved combination mechanical fuel pumps, featuring a movable cam lever "shoe" that is said to increase cam and cam-lever life, are now being produced by Carter Carburetor Corp., 2840 N. Spring Ave., St. Louis 7, Mo.

The shoe increases contact area between the cam and cam lever, reducing the pressure. It moves back and forth along the lever as the cam revolves, permitting the curved surface of the shoe to maintain continual contact with cam. Rubber intake and outlet valves that adapt themselves to the surface of the seats for more positive seal are also used on the pumps.

Want more information? Use coupon on page 138 and you'll get it!



Here's Why COLUMBUS is the Best Shock Absorber POINT No. 5 OF A SERIES

The oversize Columbus piston has two exclusive features: clearance lamination on the outer surface, and a Thermo Element.

Under normal road conditions the piston moves slowly in either direction, enough fluid being allowed to flow around the piston to provide the necessary damping action. Compression and rebound valves are brought into action on rougher roads.

The expansion and contraction of the Thermo Element assures uniform flow of fluid during extreme temperature changes to compensate for changes in viscosity of the fluid.

NOW is the time to line up with COLUMBUS, "The Best Shock Absorber in the World." Backed by extensive national advertising.



COLUMBUS
Luxury-ride SHOCK ABSORBER
LICENSED BY DE CARBON

MANUFACTURED BY HECKETHORN MFG. & SUPPLY CO., LITTLETON, COLORADO

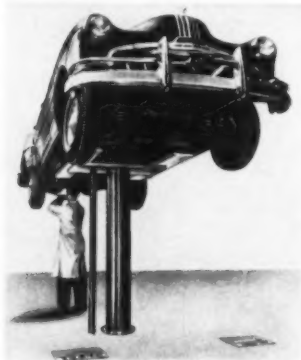


GUARANTEED
1 YEAR
OR 15,000
MILES

778—Frame Contact Hoist

A single-post "Frame - Kontakt" hoist with an 8,000-lb. capacity has been added to the line of Globe Hoist Co., E. Mermaid Lane at Queen St., Philadelphia 18, Pa.

The two contact members are linked by a cross piece 1½" thick, to which a single power ram is bolted. Lift-



ing stroke is 70½". Adapters, which are needed for only a few models, are furnished with each hoist. Frame lifting is said by the company to give greater accessibility.

Want more information? Use coupon on page 138 and you'll get it!

779—Plastic Spray

Carfix acrylic plastic spray, to be sprayed on ignition systems to waterproof and protect them, is now available from Dupli-Color Products Co., Inc., 2440 S. Michigan Ave., Chicago 16, Ill.

The spray is furnished in an aerosol can for easy application. Krome-fix, a transparent coating that may be applied to chrome surfaces with a special applicator to protect them from rust and weathering, is also available. In addition to the regular clear compound, a coating with a gold color is also produced.

Want more information? Use coupon on page 138 and you'll get it!

780—Spray Guns

A featherweight spray gun and a gun with ultra-sensitive controls for fine spraying and small refinishing jobs have been added to the line of The DeVilbiss Co., 300 Phillips Ave., Toledo 1, Ohio.

The featherweight gun is of aluminum alloy and has a sure-grip handle. Fingertip adjustment gives a variety of spray patterns. The gun weighs 13½ oz. and operates at 40 lbs. pressure.

The spray pattern of the sensitive EGA gun is medium-sized and can be adjusted to practically pin-point size for touch-up work. The gun is lightweight and can be used with standard glass-jar fluid containers in capacities from 2 oz. to 16 oz.

Want more information? Use coupon on page 138 and you'll get it!

781—Steam Cleaner

A very-heavy-duty steam cleaner for handling a large volume of work under rugged conditions has been announced by Clayton Manufacturing Co., El Monte, Calif.

The machine can discharge up to 1,140 gallons an hour of high-pressure detergent spray and rinse simultaneously. It can operate at maximum load for four hours without solution refill, the manufacturer said. Designed to use fuel oil, kerosene or distillates and to have good thermal efficiency, the unit will speed production in the largest and busiest shops and fleet-maintenance installations.

Want more information? Use coupon on page 138 and you'll get it!



New Speaker SAFETY PRODUCTS help make Speaker your Big Profit Line

New Truck Directional Signal Lamps



These new Speaker Lights combine light weight, ruggedness and modern design with long range visibility.

All models have latest type concentric prismatic lucite lenses. Over 12 sq. inches of luminous area... fade proof... glareproof.



Lens design permits mounting at any angle with maximum light output. Shock-proof housings give long service. Sealed to keep out moisture and dust.

Use Speaker and be sure—

Distributed through Leading Automotive Wholesalers

J.W. SPEAKER CORPORATION 3059 N. Weil Street, Milwaukee, Wis.

782—Tester Units

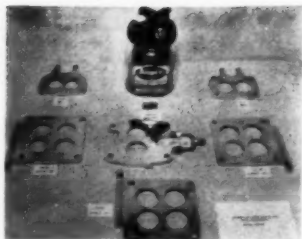
Replacement units that will permit its 6-volt and 12-volt service are now available from Sun Electric Corp., 6323 Avondale Ave., Chicago 31, Ill.

Simply by changing units and accessories, shops will be ready to handle cars of the future, as well as trucks and other vehicles now using 12-volt systems, the manufacturer said.

Want more information? Use coupon on page 138 and you'll get it!

783—Vapor Lubricators

Ameco injectors for late-model en-



gines, including low-profile and quadri-throat models for application on Ford, Nash, Mercury, Cadillac, Chrys-

ler, DeSoto, Oldsmobile and Series 70 Buick, have been added to the line of Automotive & Marine Products Corp., 87 Harvard Ave., Boston 34, Mass.

The injectors introduce upper-cylinder lubricants directly into the manifold system of an engine as a completely-dispersed vapor spray to assure even distribution, the manufacturer stated.

Want more information? Use coupon on page 138 and you'll get it!

784—Booster Cable

Heavy-duty rubber-covered booster cable, said to be extra flexible, is now



being produced by Triple-A Specialty Co., 2101 W. Walnut St., Chicago 12, Ill.

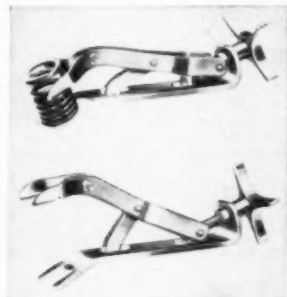
Solid copper clips have high current rating and are designed for easy handling and long service. Each cable is 8' long with copper clips on each end.

Want more information? Use coupon on page 138 and you'll get it!

785—Valve Lifter

A screw-type valve lifter and spring compressor, featuring a one-piece jaw and frame to permit access to hard-to-reach places, is now being produced by Zim Manufacturing Co., Chicago 12, Ill.

At important working positions, the jaws are practically parallel. Hand



wheel is turned counter-clockwise to compress and clockwise to lift a spring. The lifter holds at any point without use of ratchet or other lock, the manufacturer said.

Want more information? Use coupon on page 138 and you'll get it!

BOOST YOUR PROFITS WITH THE



NEW HOMESTEAD HOISTER

(By the Makers of Hypressure Jenny)

**SAVE 25% TO 50% JOB TIME
INCREASE PROFITS**

Cramped or fatiguing working positions decrease mechanics' output by as much as 50%. With the new, automatically safety-locked, air-operated HOMESTEAD HOISTER, a car or truck can be quickly raised and *securely held* at the most convenient working height for practically any front or rear, "low-down" or under-chassis job. Repair work is speeded . . . man-hours saved . . . profits increased. A demonstration will prove it.



WRITE TODAY FOR COMPLETE INFORMATION AND NAME OF YOUR NEAREST JOBBER

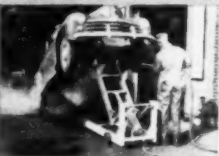
LIFT "UNDER-CAR" REPAIR JOBS TO THE BEST WORKING HEIGHT



Under Chassis Repairs



Fender and Body Work



Steam Cleaning



Undercoating and Painting

HOMESTEAD VALVE MANUFACTURING COMPANY

"Serving Since 1892"

P. O. BOX 99

CORAOPOLIS, PA.

786—Brake Sets

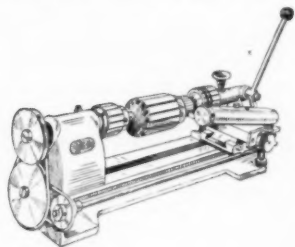
"Special - Engineered" brake - lining sets, said to be especially suitable for light fleets, taxis and other heavy-duty uses, are now being marketed by National Brake Block Corp., 79 Madison Ave., New York 16, N. Y.

Each set is said to be a combination of fully-molded segment and fully-molded wireback block segment. This frictional combination reportedly results in a smooth-acting brake that gives long life because of heat-resistant features and uniform wearing qualities.

Want more information? Use coupon on page 138 and you'll get it!

787—Armature Lathe

A Clipper armature lathe and mica undercutter, said to accommodate generator and starter armatures for cars, trucks, buses and fractional-horsepower motors, is now available



from Dixie Machine Tool, P. O. Box 625, Cincinnati, Ohio.

The model shown in illustration handles both centered and centerless types of armatures up to 6" in diameter, with maximum commutator diameter of 5", armature lengths up to 20" and shaft diameters up to 1/4".

Want more information? Use coupon on page 138 and you'll get it!

788—Heavy-Duty Rings

Ring sets in two types of chrome combinations for trucks and buses have been announced by Hastings Manufacturing Co., Hastings, Mich.

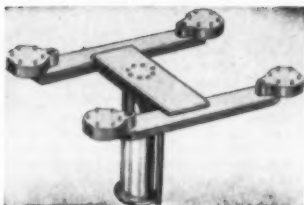
Each incorporates the Steel-Vent chrome oil ring. Companion rings include both regular and chrome types, depending on the operating characteristics of the engine. One set is said to handle all cylinder conditions. The 2C sets, as they are called, are recommended by the manufacturer for re-ring, re-sleeve and re-bore installations.

Want more information? Use coupon on page 138 and you'll get it!

789—Frame Lift

A frame lift, designed to remove the dead weight of the body and engine and give free flow of lubricants into fittings, has been announced by United States Air Compressor Co., 5300 Harvard Ave., Cleveland 5, Ohio.

Safety pads, equipped with spring-mounted pins, provide a sure grip on frame. Cars with short and long wheelbases are positioned easily by



spotting back wheels in wheel wells on floor, the manufacturer said. The lift is available in full-hydraulic and semi-hydraulic models.


Want more information? Use coupon on page 138 and you'll get it!

790—Muffler

A straight-through muffler, containing a mineral insulation that is said to perform a large part of the silencing function while minimizing loss of engine power, has been placed on the market by Powell Muffler Co., Inc., 315 Oriskany St., East, Utica 2, N. Y.

The muffler is said to increase power output and give better gas economy. A dual-exhaust system, said to furnish maximum area for exhaust expulsion, is also available. Models are produced for popular V-8 engines.

Want more information? Use coupon on page 138 and you'll get it!



MASTER


Install TIE ROD ENDS

*Made by MASTER Craftsmen
Used by MASTER Mechanics*



4 WAYS BETTER

1. ROLLED THREADS—15% stronger, longer-lasting, easier to install.
2. PHOSPHOR BRONZE SEAT—less friction, longer wear.
3. PATENTED BALL BEARING Construction—always centered, won't "freeze."
4. NEOPRENE WASHER and Dust Shield keep out dirt and grit.



WRITE FOR CATALOGS AND PRICES TODAY!

CHEFFORD **MANUFACTURING CO., INC.**

FAIRFIELD, ILLINOIS

791—Cooling-System Cleaner

A cooling-system cleaner that is said to remove all types of clogging material from the radiator and to require no neutralizer washout is now available from Mac's Super Gloss Co., Los Angeles 42, Calif.

The compound is said to be harmless to radiator hose, car finish, rubber, upholstery and skin. It may be used with mechanical flushing equipment. The product removes less metal than other types of cleaners, the manufacturer said, and contains a passivating ingredient that makes metal more resistant to further corrosion.

Want more information? Use coupon on page 138 and you'll get it!

792—Battery Tester

Model TO battery and voltage-regulator tester, which operates as a load tester and a voltage-regulator tester as well as an open-circuit voltage battery tester, is now being produced by Fox Products Co., 4720 N. 18th St., Philadelphia 41, Pa.

It will reveal the state of charge of a battery and show up bad or failing cells, the manufacturer said, as well as showing if the generator charging rate is correct. The meter is enclosed in a rubber case for added protection and the prod handle is of heavier construction for long life.

Want more information? Use coupon on page 138 and you'll get it!

793—Exhaust Tubing

A flexible, steel-reinforced neoprene tubing for use in exhaust-removing systems in automotive shops has been announced by Car-Mon Products Co., 4554 N. Broadway, Chicago 40, Ill.



It is available in 2½", 3" and 4" diameters with ends processed to fit ducts and adapters. The wire in the tubing will bend when run over by a car but returns to its proper shape to prevent clogging of tube, the manufacturer said.

Want more information? Use coupon on page 138 and you'll get it!

794—Caster-Camber Gauge

An improved magnetic caster-camber gauge that attaches itself to the hub with a circular permanent alnico magnet is now being marketed by Snap-on Tools Corp., Kenosha, Wis.

With the gauge in position on the wheel, gauge is leveled by means of



a built-in cross bubble and camber reading is taken from the camber vial without computations. The caster vial is adjusted with a thumb screw and reading is taken direct.

Want more information? Use coupon on page 138 and you'll get it!

795—Conforming Piston

A piston with a conforming skirt that reportedly can be fitted at tolerances of .001" without danger of scuffing, seizing or cold slapping has been announced by Sterling Aluminum Products, Inc., 2925 North Market, St. Louis, Mo. A thin circular steel insert is cast against the inside of the piston.

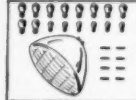
Want more information? Use coupon on page 138 and you'll get it!



YANKEE No. 1501
Spare Bulb and Fuse Kit

Complies with ICC
Reg. 193.95 (b)
and (c) concerning
on-vehicle storage
of replacement
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796—Ring Merchandisers

Merchandising aids for its Ramcrome 10-Up chrome-plated piston-ring sets are now available from Ram-



sey Corp., 3693 Forest Park Blvd., St. Louis, Mo. The program explains the three-way controlled pressure principle and the value of chrome-plated rings.

Want more information? Use coupon on page 138 and you'll get it!

797—Carburetor Cleaner

The Carb Master service kit, designed to remove gums, carbon sludge, lead and varnish without dismantling the carburetor, has been placed on the market by Rust Master Chemical Co., 56 Creighton St., Cambridge, Mass. The kit includes plastic hose, connections, hook clip and spout for can and other fittings, as well as a can of the cleaner.

Want more information? Use coupon on page 138 and you'll get it!

798—Safety Latch

A safety latch to prevent children from opening rear doors of cars has been announced by Spencer Specialties, 356 S. Broadway, Los Angeles 13, Calif.

Attached to the rain rail outside the car, it is said to keep rear doors closed regardless of inside pressure. It can be attached in a few minutes



without drilling, the manufacturer said. One model is said to fit most four-door sedans now on the road. The latch is of metal with a chrome-like finish.

Want more information? Use coupon on page 138 and you'll get it!

799—Door Bumper

The "Protekt-A-Dor" door bumper, a clamp-on unit that avoids damage to car door when it is opened against walls or other vehicles, has been introduced by Supersite Corp., 384 Canal Place, New York 51, N. Y.

The protector is of natural rubber and the clamp is triple-plated with chrome. No drilling is required for

installation. It is said to be suitable for both old and new cars.

Want more information? Use coupon on page 138 and you'll get it!

800—Green Sealer

Opex Glamour Green Sealer, formulated to overcome touch-up problems in green automotive finishes, has been added to the line of The Sherwin-Williams Co., Midland Building, Cleveland 1, Ohio.

The compound seals in the undercoat and holds out the lacquer, giving maximum bond and making it easier to match original finish.

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Southern Safety Survey

(Continued from page 61)

a number of years has been reflectorizing critical signs, but in the early part of 1952 the bureau adopted a policy and proceeded with the reflectorizing of all regulatory, warning and guidance signs applicable at night.

"Beginning July 1, 1952, the bureau launched a program of painting solid no-passing barrier lines on all highways under its jurisdiction. During 1952, the

bureau has widened approximately 75 miles of highway and this program is continuing. It has resurfaced approximately 850 miles of highway with material giving the maximum amount of traction.

"The Alabama Highway Patrol during the fiscal year beginning October 1, 1951, increased its personnel from 195 to 306 patrolmen.

"The most serious problem in reducing accidents is attitude on the part of many officials and the general public, the difference between the way a device should be used

and controlled and the way it is actually used and controlled.

"The automobile dealers should make known to the school officials and the general public that automobiles are available for under-the-wheel driver training in high schools. As for garage owners, I personally think that great good could be done by listing the items required by our rules of the road—such as lights, brakes, etc.—and placing them in a conspicuous place and calling them to the attention of the general public. Both dealers and garage owners might compile a pamphlet giving the pertinent regulations relating to the operation of a motor vehicle and assume the responsibility for its distribution."

District of Columbia

Anthony L. Ellison, administrative assistant, Department of Vehicles and Traffic—"The most serious fact faced in our effort to cut down the terrible traffic toll is twofold. First, it is the human indifference to this rising toll of accidents. This is characterized by the continual risking by many motorists of their own safety and that of others for no apparent reason.

"Second, it is the disregard by many motorists of pedestrian rights. This is true especially at intersections. The most widely disregarded traffic regulation, in our experience, is the violating of the right-of-way of pedestrians at uncontrolled intersections. Along this same line, many motorists forget that they have the greater responsibility in protecting the safety of our younger pedestrians who have the unfortunate habit of dashing into the streets from behind parked vehicles at any point in the block.

"We feel that car dealers and garage owners can do — and are doing—much to help bolster our traffic safety program. First, the dealers of Washington have been extremely cooperative in furnishing new vehicles to be used in the excellent driver education program of our public high schools. Then, the car dealers and garage owners can do much in the distribution of traffic safety material, such as leaflets, posters and bumper strips. Also, they can do much to sponsor and promote adult driver education programs."

Each year since 1946 Washington has been given one or more national

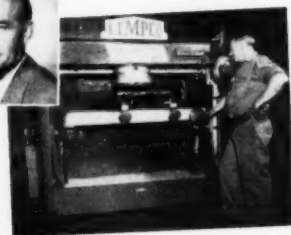


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safety awards, primarily in the fields of pedestrian protection, law enforcement and traffic engineering.

Florida

Lt. C. E. Taylor, administrative assistant, Department of Public Safety—"The Traffic and Planning Division of the State Road Department has thoroughly examined accident reports and made necessary traffic engineering corrections at high-frequency accident locations. The Florida Highway Patrol has increased its traffic law enforcement activity better than 60 per cent. In addition, we have established a Safety Education Section whose responsibility it is to educate as many of the driving and walking public as possible to traffic dangers.

"The Florida Highway Patrol is approaching the traffic problem selectively by pointing its enforcement efforts at the violations which are causing accidents and assigning its men to the highways where the greatest number of accidents are occurring.

"The most serious fact faced by any of us engaged in traffic safety work is the apathy and complacency of the public. Traffic safety education and traffic law enforcement, along with a strong driver improvement and control program, are the biggest tasks ahead of us today. There is no single gimmick nor panacea that will overnight solve the problem. The acceptance of individual responsibility by all of those involved in the traffic problem will probably do more than any other one thing to help reduce accidents.

"Car dealers and garage owners can publicly and privately support the activities of their public officials in approaching a solution to the traffic problem. Any group can assist by demanding a greater quantity and better quality of traffic law enforcement.

"It is to the advantage of car dealers and garage owners to emphasize safety, not only from the standpoint of the vehicle itself, but to the driver as well. When the safety devices of vehicles in shops for other repairs are found to be worn or not working, the mechanics and shop foremen should urge the owner to have repairs made immediately, primarily for safety value to motoring public."

Florida has an annual spot-check of motor vehicles which is compulsory for vehicles passing selected locations during certain hours.

Kansas

Harold Pellegrino, safety engineer, State Traffic Department—"Engineering and enforcement have done all that is possible to reduce fatalities throughout the state.

"Speeding, passing and reckless

driving are the cause of more fatalities and accidents than anything else. Drivers must realize that driving a vehicle is a social responsibility.

"We feel that car dealers and garage owners could help a great deal by stressing more safety and above all not to stress the car's speed. We feel that car dealers and manufacturers are trying to advertise cars on the amount of horsepower and speed that they have."

The Kansas Highway Patrol re-

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Kansas & Missouri—E. G. Craft, 804 W. 48th St., KANSAS CITY 2.

cently has begun issuing an "okay" sticker to vehicles which pass a safety check, reported Major A. M. Scheibner, Motor Carrier Division. Several motor companies in the state are issuing the same sticker, furnished by the patrol.

Kentucky

Paul Owen, office of public relations, Department of Highways—"The Kentucky Department of Highways has a separate Division

of Traffic devoted entirely to the marking of our roads for signs, stripes and other safety features. The State Police Department conducts a program of enforcement and education. It has 150 officers on road patrol all the time and has a very effective and extensive program of education, including schooling for school-bus operators and a special feature for school children which consists of a safety show conducted by a very skilled officer who is a magician of some ability. This feature is extremely

popular with the schools.

"The safety engineers of the Highway Department state that the most serious problem is the untrained, irresponsible and careless driver. The State Police say that inattention to warning signs and road conditions and too great a speed are the cause of most accidents. Both of these point up the human element as the major problem.

"Our safety engineers feel that car dealers and garage owners can help materially in the safety program by taking the lead in their community in sponsoring and promoting driver-training courses in the schools and driver clinics for adults. Also, they can promote safety programs before various service clubs and civic groups. The State Police feel that they can also give help by using extreme care in checking all of the safety features on all automobiles which come into their places of business for any purpose at all."

Mississippi

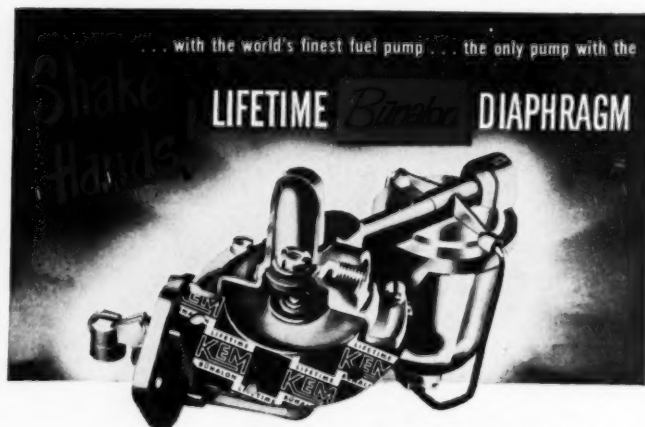
Col. T. B. Birdsong, commissioner of public safety, Mississippi Highway Safety Patrol—"Our State Highway Patrol and the State Highway Department have worked very closely with all enforcement and educational agencies, civic clubs, etc., on a state-wide educational program, and also stepped-up our enforcement continuously, but we have not had any of the so-called 'drives.'

"With reference to the most serious fact faced in our effort to cut down the toll, it is the indifference and apathy you experience from most of the public, by thinking that an accident can't happen to them.

"One of the best things that new-car dealers are doing at this time is the furnishing of cars for driver training in our high schools, and certainly as people come into the garages for repair work, your garages or shop foremen may call attention to any dangerous conditions which may exist on a vehicle."

Missouri

Lt. J. A. Berglund, Division of Safety, State Highway Patrol—"The state of Missouri does not have any special program for reducing accidents except the recog-



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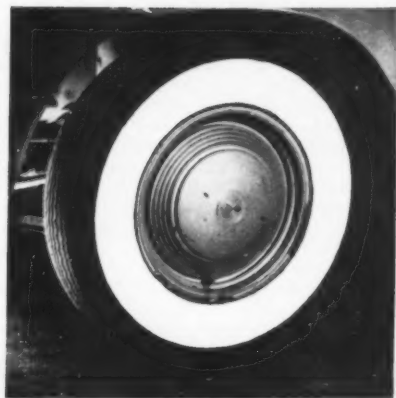
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nized programs of engineering, education and enforcement. The safety education program includes high-school driver education, and safety talks and safety films presented to parent-teacher organizations, service clubs and other groups interested in traffic safety.

"The major handicap which we face in reducing traffic accidents is the seeming lack of interest on the part of the motoring public. Eighty-five per cent of all the accidents which we investigate are due to human failures, yet too

many drivers have the attitude that accidents only happen to other people. For any accident-prevention program to be effective, the majority of drivers must make a sincere effort to avoid accidents.

"The only suggestion we have for dealers and garage owners to follow to assist in reducing accidents is for them to give rigid safety inspections to every motor vehicle brought in for repair or service. Special attention during such safety inspections should be given to brakes, steering, lights,

windshield wipers, tires and defrosters. Such safety inspections would not only prove valuable to the dealers from a public-relations standpoint, but would also be of great value in reducing accidents by insuring safe vehicles on our highways and by making the drivers and owners more safety-conscious."

New Mexico

Charles P. Dunwiddie, director, Traffic Section, Governor's Traffic Safety Coordinating Committee—

"Our coordinating committee was established last year for the purpose of bringing the various departments of the state together in an effort to establish a workable plan and a basic program aimed at reducing our traffic and fatality rate.

"Our State Highway Department has been very active in striving for physical improvement of roadway surfaces and alignment. They have been consistently active in the careful use of traffic control devices. Our State Police have made every possible effort, although under-staffed, toward better and modern equipment and methods of traffic control.

"The most serious fact, from statistics of this office, confronting our efforts to lower our accident and fatality rates, is the extremely high percentage of one-car wrecks on good stretches of straight and level roads. A big percentage of these are out-of-state drivers.

"Car dealers and garage owners can do a lot to help our safety program by placing emphasis on the fact that present-day cars are powered for more speed than our law permits and are not safe at speeds over that."

South Carolina

Jesse A. Rutledge, director of public relations, State Highway Department—"Chief Highway Commissioner Claude R. McMillan has recently taken three important steps to curb the rising toll of accidents: he has increased the State Highway Patrol by 50 men; put into effect an 'around-the-clock' patrol in the larger, more congested areas, and instructed the patrol to make more cases against reckless drivers.

"The Highway Department is firmly convinced that most acci-

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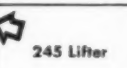
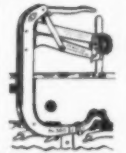

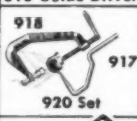

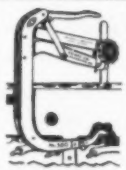







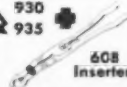


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Tractors 1948-52*	 918 917 920 Valve Guide Puller Set	245 Lifter OR 925 Replacer (above)			

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1934-52* (except 60 h.p. and 150 h.p.)	 918 917 920 Set	245 Lifter OR  925 Repl	8 Cyl. Truck & Lincoln 1952	 380 Compressor	 380 Compressor
Lincoln-Zephyr	 920 Set	 925 Replacer			
60 h.p. 1937-40	 862 861 860 Valve Guide Puller Set	 260 Bar Lifter			
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dents are the result of improper driving attitudes and poorly-trained drivers. It is therefore taking all steps possible to encourage public schools to institute standard courses, including behind-the-wheel instruction, in driver training and education.

"Dealers and garages can help by pointing out to automobile owners whose vehicles they service mechanical defects which may cause accidents and encouraging owners to make repairs, by instilling in mechanics a deep sense of

responsibility in making repairs and by more fully complying with the state law which requires garages to make a report to the Highway Department of each accident doing damage of \$25 or more."

Virginia

Capt. W. L. Groth, safety engineer, Department of State Police—

"To combat accident increases, our State Police force is being in-

creased and men are being assigned to routes and accident locations. The Highway Department through a study of accident records is attempting to provide safer highways, and we are attempting through the Governor's Highway Safety Committee to organize on a local level to stimulate individual interest. Virginia, of course, has the compulsory semi-annual inspection program which keeps our mechanical-failure accidents considerably below the national figure.

"The most serious problem we face is getting the average driver to realize the importance of driving at speeds commensurate with road, weather and traffic conditions.

"Car dealers and garage owners can, in my opinion, do much: first, by maintenance prevention programs; second, by selling through performance and safety rather than stressing speed, and, last by taking an active part in the community in the promotion of highway traffic safety."

West Virginia

Major R. W. Boyles, Department of Public Safety—"Our department has what we believe is a sound, balanced program which includes: thorough investigation of accidents, summary arrests for drunken driving and dangerous moving violations, written warnings for minor infractions and defective equipment, drivers' license examinations conducted in a spirit of accident prevention, reporting physical hazards, assistance in driver education courses in high schools, dissemination of information by press, radio and personal appearance before appropriate groups.

"We believe the most serious cause of accidents is the average driver's habit of traveling too fast for the traffic and road conditions he encounters. Drunken driving should also be mentioned.

"Many dealers are already helping materially by contributing dual-control cars for our high-school driver education program. We believe the driver education program in the high schools is the best long-range hope of any traffic safety program.

"Car dealers and garage owners can help, much the same as any businessman, in supporting local and state safety efforts. It also

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seems that employees of dealers and garages have frequent opportunities to make a personal sale of safety, when assisting persons who propose to buy a car and then learn to drive, and also to observe cars which come in for repairs and urge the owners to have safety equipment placed in first-class condition, if defective.

"The home, school, church and community must develop a new generation with better driving skills and attitudes if there is to be a reduction in the toll of death, injury and property damage from traffic accidents."

Designed for Safety

(Continued from page 65)

betray its faults in addition to those specified by the owner.

Windshield wipers that don't work, tailpipes and mufflers that leak and braking that is erratic or ineffective betray their conditions in a ride of even short duration. Suspicions can be confirmed by a glance under the vehicle or by pulling a front wheel. Then when the owner is called and apprised of the situation, a psychological advantage rests with the shop operator. Since the primary job has not been completed, the owner cannot gracefully decline to order additional repairs involving safety of self and family.

Woolfolk's Auto Mart can house five cars under roof at one time and a sixth could be crowded in. But with only one mechanic at the outset, all these stalls have not yet been needed, even with the shop filled daily to capacity. However, a second mechanic was added late in the summer and Woolfolk is already considering an additional building wing to accommodate two more stalls.

The building, costing \$9,000 and leased by Woolfolk on a ten-year basis, was designed and built to meet the needs of a small operator. Completely devoid of frills, it is a structure that emphasizes utility.

Woolfolk, who grew up in the mechanical end of the automotive business, previously leased and operated the service station adjoining his new garage location. Having lived and worked in that section of Dallas for years, he recognized the opportunity for an independent shop, without frills that might overawe prospects in a thickly-populated middle-class region.

However, Woolfolk left the ser-

vice station to first become salesman for a Dallas jobber. As a result of that experience the Auto Mart has a front elevation section devoted to a growing stock of parts. Especially on Saturdays, patronage of "shade-tree" and "back-yard" mechanics is heavy. Woolfolk expects to build a thriving parts business eventually. Having learned as jobber salesman the science of selling related items, he reminds the amateur mechanics that along with points, the condenser should be replaced, too, and probably the plugs.

Excepting service stations, nearest competitor to the Auto Mart is four miles toward the heart of Dallas. So, considering the solid residential development thereabouts there is no dearth of prospects for safety service. And the stop light squarely in front of the place contributes its share of customers, too.

Almost 90 per cent of state highway mileage is surfaced, according to figures from the Automobile Manufacturers Association.



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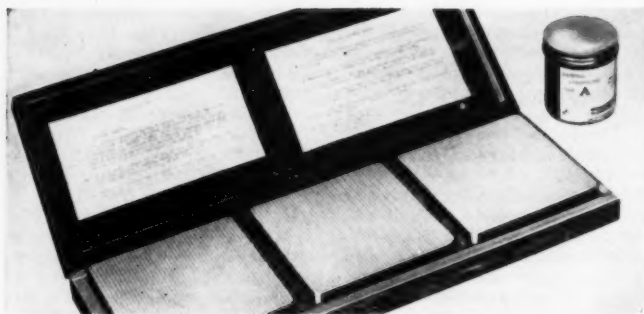
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This is a view of lapping blocks used for lapping diesel injector parts.

Tuning GMC Diesel

(Continued from page 97)

stamped on the injector body. Timing gauge of correct height for that color must be used. (Blue marking calls for 1.484 in. height gauge, black and green tabs call for 1.460 in. gauge.)

Place the gauge in the hole provided on top of the injector body with one of the "flats" toward the injector. Adjust the injector rocker arm by loosening lock nut and turning the push rod with a 5/16 in. end wrench, until bottom of timing gauge head will just pass over (drag lightly) the top of the injector follower guide. Tighten lock nut and recheck.

Fuel-Modulating Governor Adjustment

Engines using the fuel-modulating governor require this extra adjustment following valve adjustment and injector timing, with engine at 160° F. operating temperature. Space does not permit including the adjustment procedure of this governor.

Limiting Speed Governor Gap Adjustment (Engine Running)

1.—The governor low-speed spring cap must be correctly set in relation to the high-speed spring plunger, referred to as "governor gap," to obtain proper performance and full power. Improper adjustment results in "flat spot" at 800-1200 rpm when gap is too close, and from 1200-1600 rpm if too wide.

2.—Remove idle speed adjusting screw cover and set idle adjusting screw so it projects three to four threads from lock nut. (On hydraulic transmission equipped engines, disconnect accelerator linkage at cross shaft and remove throttle air cylinder from its bracket.)

3.—Remove four screws holding governor cover to governor housing, lift cover assembly. Remove link between governor and injector control tube lever.

(Governor gap may be set by either of two methods—"feeler gauge" or "oil head" procedure. Don't overspeed engine as governor is disconnected during the adjustment.)

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THE DEPENDABILITY of Rebat Batteries has been proved in almost half a million U. S. tanks, planes, jeeps and trucks . . . as well as in the cars of millions of motorists. Sell Rebat's proven performance . . . at popular prices. It pays off . . . in profits. For details write Reading Batteries, Inc. or contact your Rebat representative.

READING BATTERIES, INC.

READING, PENNSYLVANIA

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Lynchburg, Virginia



"Friction—cover our fixed overhead?...You're kiddin'!"



We all thought the Alemite salesman was talking through his hat when he said that Friction could cover our fixed overhead... increase service volume by 16%! We laughed... suggested he go home and get some sleep. After the uproar died down, he offered to prove his point by showing us a brand new Alemite movie. We—the skeptics—sat back ready to tear his arguments to shreds.



We weren't prepared for what we saw! The movie got right to the heart of our knot-tiest problem: How to keep new car owners coming back regularly for service. Alemite's new "Magnet Plan" was featured, and how it built total service business... made lubrication the "key" to more traffic, larger volume, more sales across the board. Should we try it? We all said "Yes!"—but right away!



The Proof Was in the Profits: Our repeat business is up 26%, and our total service volume shot up 18%! This proves the plan means more than lubrication and oil changes. And Alemite's advertising every two weeks in the Post and Collier's gives us an extra sales boost—without cost! This should prove how one Alemite meeting can improve your business—and improve it right away!

this case is typical!

One more example of how dealers all over the country are "cashing-in" on the Alemite "Magnet Plan." Making their Service and Parts Department pay as much as 84% of their overhead with Alemite "Magnet Plan" features. Want the facts? Call your Alemite distributor. Or mail this coupon now!

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See how the Alemite "Magnet Plan" can help you cover your fixed overhead—improve your trading position. No obligation. Mail coupon today! Alemite, Dept. M-112, 1826 Diversey Pkwy., Chicago 14, Illinois

☐ Send us complete information on the "Magnet Plan"

☐ We would like to arrange a showing of your Hollywood movie "It's The Come-BACK That Counts!"

Name

Address

City Zone State

equipped vehicles: Shift transmission into direct drive to reduce engine load, by pressing clutch air cylinder magnet valve.

5.—Stop engine. Replace link and governor cover. (Also install bracket and micro-switch, if used, and linkage, throttle air cylinder and connect accelerator linkage on hydraulic transmission jobs.)

6.—When governor gap setting is changed, the injector racks must be repositioned by adjustment of the rack control levers as outlined in next step of tune-up.

Feeler gauge method: Start engine; regulate speed by hand operation of injector control tube lever. Control speed between 700-1000 rpm. Adjust governor gap by means of adjusting screw to obtain a .001 in.-.002 in. clearance. Measure with .0015 in. feeler gauge between cap and plunger.

Oil bead method: Control engine speed between 700-1000 rpm, as above, and tighten gap adjusting screw until approximately .001 in-.002 in. gap is obtained visually. Place a few drops of oil from top of cylinder head onto governor gap. By pressing against gap adjusting screw with a screwdriver a very

slight movement of the cap toward the plunger will cause the oil to be forced from the gap in the form of a small bead, indicating proper adjustment. Adjusting screw locknut must be tightened before checking gap setting.

Positioning Injector Rack Control Levers (Limiting Speed Governor —Engine Not Running)

Position of injector racks must be set in correct relation to the governor. Their position determines the amount of fuel injected into each cylinder and insures equal distribution of load. Adjust No. 1 injector rack control lever first in order to establish a guide for adjusting the remaining control levers.

1.—Loosen locknut and back out buffer screw until it projects about $\frac{5}{16}$ in. from governor housing; also back out load limit screw, when used.

2.—Loosen inner and outer adjusting screws of all injector rack control levers several turns. Be sure all levers swing freely on injector control tube.

3.—Turn down inner adjusting screw on No. 1 injector rack control lever until screw bottoms.

4.—Move governor control lever toward full-open position. Don't force past point where resistance suddenly increases, but hold it at this point, pressing lightly towards full open position.

5.—Back off inner adjusting screw which will allow governor control lever to move toward full open position. On hydraulic transmission jobs there is no governor cam, therefore continue to back off inner adjusting screw until control lever stop pin bottoms in slot of governor cover.

6.—Tighten outer adjusting screw to lock rack control lever in position. This should obtain desired setting of No. 1 injector rack control lever.

7.—Check adjustment, holding governor control lever in full open position, then pull injector control tube lever toward governor. Movement should not exceed $\frac{1}{64}$ in. (max.). If movement exceeds $\frac{1}{64}$ in., readjust setting of No. 1 injector rack control lever. Once properly adjusted, No. 1 setting must not be changed while adjusting others.

8.—With governor control lever in full open position, note rotary



Barrett Says:

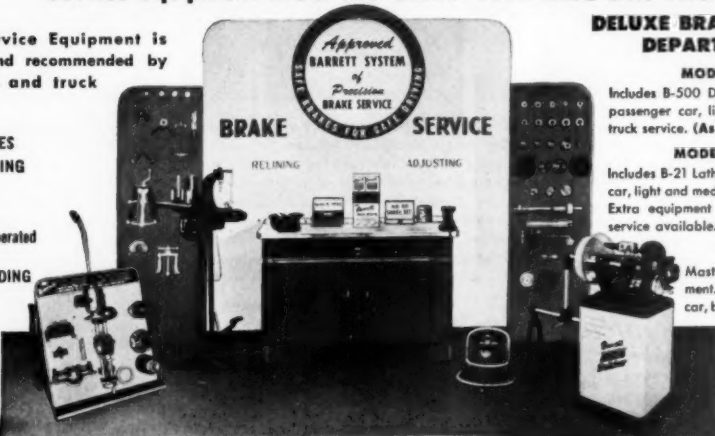
MERCHANDISE WITH A FULL LINE OF EQUIPMENT — For Profitable Brake Service

For Better And More Profitable Brake Work Choose Your Brake Service Equipment From The ONLY COMPLETE Line Available

Barrett Brake Service Equipment is approved, used and recommended by leading car, bus and truck manufacturers.

- BRAKE DRUM LATHES
- BRAKE DOKTER LINING GRINDERS
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- BRAKE LINING BONDING EQUIPMENT
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DELUXE BRAKE SERVICE DEPARTMENTS

MODEL B

Includes B-500 DRUM-Dokter. For passenger car, light and medium truck service. (As Illustrated)

MODEL B-1

Includes B-21 Lathe. For passenger car, light and medium truck service. Extra equipment for heavy truck service available.

MODEL B-2

Master Deluxe Department. For all passenger car, bus and truck service.

BARRETT EQUIPMENT CO.

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movement of No. 1 injector rack to lever coupling. Pressure of fingertip will produce a tendency to rotate, but coupling should not be loose. All injector rack control levers must now be adjusted to the same "feel" at coupling to insure same amount of fuel injected into each cylinder at full load, as follows:

a—Set governor control lever in "full fuel" position in governor control cam. Adjust No. 2 injector rack control lever by turning down inner adjusting screw while fingertip is touching No. 2 injector rack coupling. When coupling loses its rotary movement, tighten outer adjusting screw.

b—Feel No. 2 and No. 1 rack couplings with fingertip to check rotary movement. If No. 1 coupling now feels loose, No. 2 coupling is too tight. Correct by loosening No. 2 inner adjusting screw and tighten outer screw.

c—If No. 2 coupling now feels loose, correct by loosening outer screw and tighten inner screw.

d—When No. 2 rack feels the same as No. 1, repeat the adjustment procedure on remaining racks, comparing No. 3 to No. 1, etc.

Note: An accurate rack setting at "full fuel" position will result in a balanced injection throughout the entire operating range. Therefore a rough idle after tune-up calls for a check of governor, injectors and related controls. Don't attempt to change rack position with engine idling or operating at any speed. When one rack is adjusted "in" more than the others, only that one rack can reach "full fuel" position. As a result, maximum output of engine will be reduced.

Adjust Engine Idle Speed (Limiting Speed Governor—Engine Running)

1.—Start engine and warm up to operating temperature.

2.—Run engine with governor control lever against idle notch in governor control cam, or against idle stop in governor cover if hydraulic transmission equipped. To remove "roll," gradually turn buffer screw until roll nearly disappears before setting idle adjusting screw.

3.—Turning the idle speed adjusting screw "in" increases engine speed and "out" decreases engine speed. Adjust the idle speed adjusting screw to obtain idle speed of 400 rpm for vehicles with mechanical transmissions, 350 rpm for hydraulic.

4.—Adjust buffer screw until the idle "roll" just disappears. Don't raise the idle speed more than 20 rpm with the buffer screw, or it may interfere with stopping the engine.

5.—After completing adjustment of buffer screw, accelerate and decelerate engine several times. If smoke is visible in exhaust when engine decelerates, check buffer screw spring to make sure injector racks are returning to "no-fuel" position.

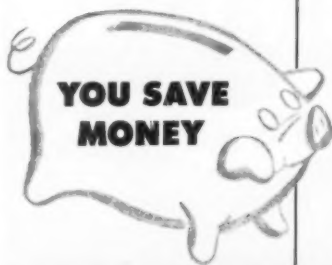
6.—Reinstall idle adjustment

screw cover.

7.—Before installing the rocker cover, inspect fuel line connections for leaks.

The above tune-up procedure will give you an idea of the difference in tuning the diesel and a gasoline engine. While most tools used in diesel-engine work are general purpose, the illustrations show the special tools and instruments used in tuning and trouble-shooting GM.

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NAME _____ FIRM NAME _____
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Safety in Memphis

(Continued from page 80)

rest and fine in traffic court.

The three inspections cost the car and truck owners a total of \$1 a year—the same price many cities charge for two inspections. The first inspection costs 30 cents, the next two cost 35 cents each. Upon passing inspection, the car or truck receives a windshield sticker of distinctive color and design.

Cars are called up for inspection in sequence of license number, al-

though a car need not wait until its number comes up on the list. Inspection may be made at any time—just so it's within the four-month period.

The station is open daily except Sunday. Inspections may be made from 8 a.m. to 5 p.m. daily except on Thursday, when closing hour is 9 p.m., and on Saturday, when closing hour is noon. The station is at Washington Avenue and High Street, near downtown.

The station has 40 employees, and inspection requires only a few

minutes—often only two minutes.

The law requires inspections for all automotive vehicles that regularly travel Memphis streets, including those of owners who live beyond the city limits.

Checked on each visit are steering gear, headlights, brakes, windshield wiper and taillights.

The city, in rejecting a car or truck at inspection, does not recommend any particular shop or garage for the repairs. That is entirely up to the owner. This is a rigid rule, backed by the threat of job dismissal for any employee who does so.

With such a "fair play" rule, garages, car dealers and other service shops are among the biggest boosters of the station.

52% Needed Service!

(Continued from page 63)

necessary repairs or adjustments made and an even smaller number have "junked" their automobiles.

Likewise, the survey indicates that the average repair bill paid by the motorists—in addition to the \$1 charge for inspection—has been \$4.24, mostly for adjustments in headlights, and for brake fluid. The charges have averaged approximately the same for older cars and for post-1948 models.

This first year has been experimental. Authorities on all sides have faced the major problem of acquainting the public with the safety value and purpose of periodic inspection. The next session of the legislature will determine whether the inspection law will have a full and fair chance to prove its merit as a major step toward making automobile travel safer.

Inner Tube May Vanish, Goodrich Predicts

THE familiar sight of an old, patched-up inner tube bobbing on the water at the beach may become a thing of the past, Frank T. Tucker, director of advertising, The B. F. Goodrich Co., Akron, Ohio, predicted last month.

More than 1,000,000 tubeless tires have been delivered and the present rate of tubeless-tire production in Goodrich plants is nearly triple that of last year.

Some new-car manufacturers are considering the tire as an original equipment item, Tucker said, and tubeless truck tires are in the foreseeable future.



Herbrand's
3/8" drive
Hex Bit Socket
No. J-61

for Chevrolet Torque Converter Drain Plug

Herbrand's J-61 is a specially designed tool for simple removal and replacement of the drain plug in Chevrolet's Torque Converter Power Glide unit. It is 3/8" square drive with a 3/8" removable Allen bit which is the correct length for reaching the drain plug inside. The bit is short enough to stand the turning force necessary to break loose and reseal this plug.

Bit is locked in the socket with an Allen set screw and is easily replaced when worn or damaged. Allen bit is specially heat treated for extra strength and socket is hot forged of tough alloy steel, handsomely chrome plated.

Mechanic's Net — 93c



The J-61 is Herbrand's Tool-of-the-Month selection for December. See it at your Herbrand distributor or write us for details.

**Herbrand
Tools**

Fremont 8, Ohio

THE BINGHAM-HERBRAND CORPORATION

Herbrand
VAN CHROME TOOLS

... the finest money can buy!



new, all-new
'53 DODGE
 leads the way to
GREATEST DODGE YEAR!

*The Action Car for
 Active Americans!*

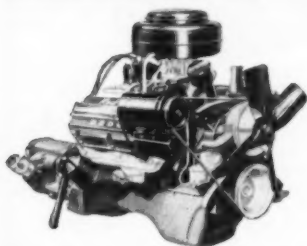


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**10 Great Models
 2 Great Engines
 4 Great Drives**

- **Powered for action!**
- **Styled for action!**
- **Engineered for action!**

**Active on-the-go Americans go for the new
 '53 Dodge action-packed features!**



NEW RED RAM 140 H.P. V-EIGHT!

New Dodge Red Ram V-Eight engine is alive with eager, responsive, economical power! It combines new "Fire-Flash" hemispherical combustion chambers with short-stroke "square" design and high-lift "free-breathing" valves to provide the most efficient engine design in any American car today.

**DODGE DIVISION
 CHRYSLER CORPORATION
 DETROIT 31, MICHIGAN**

FLASHING NEW RED RAM PERFORMANCE

The action-packed '53 Dodge is rarin' to go! Its new Red Ram V-Eight engine with no-shift Gyro-Torque Drive gives flashing get-aways . . . nimble, responsive performance—for stop-and-go city driving or long-distance highway travel!

SENSATIONAL NEW BEAUTY-ACTION STYLING

Its all-new, sleek, trim look sets Dodge distinctively apart. The new '53 Dodge is a clean-lined, low, lithe beauty—combining luxurious, roomy comfort with modern-as-tomorrow styling! It's turning women's heads—catching all eyes!

EXCITING ALL-NEW ACTION-TAILORED FEATURES

The feature-packed '53 Dodge handles easier, rides better, offers greater roadability than ever before! New "Center-Balance" Steering, new "Stabilizer" Suspension, new Jet Air-Flow hood, new Pilot-View curved windshield and many other advantages are turning hundreds of prospects into customers every day!

ALL-OUT NATIONAL ADVERTISING CAMPAIGN

The '53 Dodge is backed by the biggest advertising campaign in all Dodge history! Magazines, TV, radio, newspapers and billboards are urging untold numbers of prospects everywhere to visit Dodge showrooms without delay!

ONLY DODGE DEALERS HAVE TRIPLE PROFIT DEAL

Only Dodge dealers can cash in on three profits from a single sales agreement. Dodge passenger cars, Dodge "Job-Rated" trucks and Plymouth cars make this triple-profit opportunity the envy of the "trade." A limited number of Dodge Triple-Profit Opportunities are now open. Write today for full details.

GOT A GOOD \$7 IDEA?

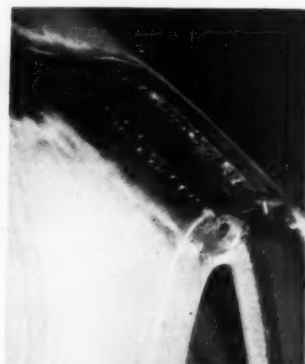
will be paid for every time-saver or shop short-cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree Street, N. E., Atlanta 5, Ga.



Separating Body Panels By Drilling at Seams

WHEN removing a body panel, such as a rear fender, and it is desired not to disturb the edge of the remaining panel by cutting or burning, the spot welds holding the two together can be drilled out. After that, it is an easy matter to separate the panels.

It is necessary first to remove the lead covering the seam, which



can be done with torch and steel brush. Each spot weld is then

drilled through with a 1/4" drill and the panels pried apart as shown in picture.

The holes in the remaining panel can be used as an aid to welding or brazing when the new panel is installed. — Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

Making Tool to Cement Weatherstripping

IF A CEMENT gun is not readily available, try this for sticking down weatherstripping:

Flatten one end of a piece of 3/8" copper tubing and slip other end over tube of cement. By doing this, you can reach into close places, such

SERVICE

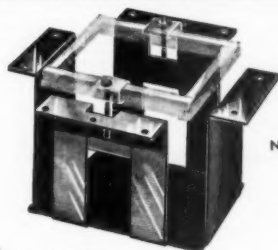


for WINTER SERVICE

When you get the car ready for winter driving you will find many Champ-Items Automotive Parts to help you do a Safer—Better job. The Champ-Items for Battery Servicing, are featured on pages 34 and 35 of our No. 500-R Catalog. If you haven't a copy, write us on your bill or letterhead today.

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- No. 431 Battery Carrier for 1937-38-39 Chevrolet.
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- No. 565 Four-Flange Battery Carrier Box for Chrysler-De Soto cars, and Plymouth and Dodge Cars and Trucks.
- No. 956 Battery Post Shim.
- No. 963 Adjustable Battery Carrier.



No. 445

as door rubbers next to pillar post. Clean thoroughly so it can be used again.—*J. W. Danser, MacDaniel Motor Company, Winter Haven, Florida.*

Reinstalling Valve Lifters On Cadillac Automobiles

HERE is the method we use to re-install Cadillac hydraulic valve lifters in sections of fours after grinding valves, without disassembling and bleeding:

Raise valve and insert a caster shim under head of valve. Valve-



lifter assembly can be put in place under valves with plenty of clearance.—*V. F. McCarter, service manager, Good Motor Company, Rock Hill, South Carolina.*

When Assembling Valves On Ford Automobiles

THE best and easiest way to assemble Ford valves, we have found, is to place valve spring and lock on valve in place.

Slip the valve guide on from top of spring, one piece at a time. Press down into place by hand.—*Holland Pardue, LaGrange Parts Company, LaGrange, Georgia.*

Removing the Oil Seal From Transmission

TO REMOVE the rear transmission oil seal on Ford and Mercury cars from 1949 through current models, try this method if the regular puller is not available:

Use a common 1½" iron pipe nipple 4" long. Slightly taper threads on one end to easily thread into seal about ½" with pipe wrench. A large bolt and nut of the same thread with nut welded into the end will make a good puller.—*C. Kernaghan, 2324 Harris, Independence, Missouri.*

When Reaming the Ridges From Top Cylinders

WHEN reaming ridges out of the top of cylinders, try this method:

Take an old socket that will fit the reamer. Weld in it a piece of shafting that will fit a ½" heavy-

duty electric drill. Chuck in the drill and the work is done. If the reamer has a ½" square fitting on it, just invert the socket and weld.—*J. F. Hayes, Jr., Jones Chevrolet Company, Bonifay, Florida.*

Shrinking Turret Top When Roughing Out

WHEN roughing out turret top, try this method for shrinkage:

Heat bulge or wave and by holding a 1½" iron pipe coupling on

under side of metal, hammer metal into coupling to make concave forms in the surplus metal. Several can be made in a row when necessary, depending on the amount of surplus metal.

This method has been known to make top stronger than before when concave forms have been filled with body lead. They can be made as deep as necessary and when upholstery is reapplied, they do not show from the inside.—*C. Kernaghan, 2324 Harris, Independence, Missouri.*



THE ORIGINAL MAGNETIC Level-Reading Gauge

Though imitated by other gauges now on the market, the original J. H. Bender magnetic Camber & Caster Gauge has never been equalled since its introduction to the automotive field in 1947.

Accurate, fast, and easy to use, it attaches to end of machined surface by powerful permanent magnet. Nothing to get out of order—you get positive accuracy. Each gauge is individually calibrated and tested. Can be used on any make rack. Save time and make more profit on every wheel alignment job with a Bender magnetic Camber & Caster Gauge. Price only **\$62.50** 15-Day Trial. Ask your Jobber for a Demonstration or write to us direct for information on our 15-day Trial Offer.

The Bender gauge is used in many automobile plants for checking new car alignment.



Main Plant
5430 Teready Blvd.
South Gate, Calif.

Southern Plant
2315 26th St. North
Birmingham, Ala.

Selling VISION Service (Continued from page 73)

overhauled. But the sales argument here is that it is quicker and not much more expensive to install a new motor, for around \$8 with exchange. Therein is 40 per cent.

These troubles under the dash are quite noticeable to the driver, as is failure of the booster pump, when the wiper blades become sluggish or won't operate at all. An owner will sell himself on these repairs when trouble develops, but

can hardly be sold before they do develop.

That still leaves wiper blades. If the service salesman or repairman doesn't object to making \$1.20 in five minutes or less, let him try the inspection and selling routine and see what happens.

GLASS

The head of the automotive glass company mentioned above contends that a great number of car owners

do not realize their insurance includes the comprehensive clause, which provides for body-glass replacement. Yet he has found that nine out of ten customers have such insurance and he believes this comprehensive feature is included in the insurance of 75 per cent of all owners.

"There are many cases where owners neglect glass replacements through ignorance of their insurance provisions," he points out. "We have had customers who, on learning the cost of replacement, said they would postpone the job until pay day. But, inducing them to bring in their insurance policy for examination, we have found nine out of ten covered."

This type of insurance also covers rear windows which, in late-model cars, sometimes literally exploded under extreme temperatures of the past summer in some localities. If chipped on an edge, this glass will disintegrate, since it is of tempered plate, with an outside shell enclosing a vacuum. Excessive heat applied a torque action to the back windows, supplying the chips that caused explosions that mystified owners.

A New Market for Glass

Now there is a new market for glass, the non-glare, heat-absorbing windshield. Installed for from \$40 to \$80, the cost somewhat narrows the market. However, the glare season is a long one throughout the South, many owners drive constantly in that glare and many of them demand the ultimate in comfort, utility and safety. The safety feature of this type windshield is a powerful selling tool for this glass reduces night glare from headlights, too.

In this field demonstrations are called for. They might bring a surprising number of sales, especially to that gentry forever on the road in a car. Drivers in this classification spend more money for service and operate the safest, best-conditioned cars. If someone would take the trouble to suggest to those owners the comfort and safety in glare-resistant, heat-absorbing windshields . . .

Service establishments can dust off the well-known approaches and sell more glass around the car. A door glass that is cracked is weakened to the extent it will crumble under one good blow from a padded fist and let the thief in.

Similarly, it might shatter if a lurch throws any part of a pas-



senger's person against it. The right kind of a crack invites a thief because he can use a thin-bladed knife to cut the inner lining of plastic.

Everyone in the business knows these and other arguments for selling glass replacements, or can get them easily enough from the distributor. And the margin is attractive—50 per cent for the establishment which maintains its own glass department, 35 and 40 per cent for those who don't. In the latter case the dealer or independent doesn't touch the job. He calls the glass people, who send a truck and a specialist who puts in the glass.

This is exceptionally easy money, but it's the side glass that must be sold. Few owners will tolerate for long a cracked windshield and its universally-recognized hazards.

REAR-VIEW MIRRORS

There is another sales opportunity in glass that this observer happens to know is being neglected. It is outside rear-view mirrors on vehicles.

On a new car within a year, the outside rear-view mirror developed a fuzziness around the outer edge that spread gradually, reducing reflective surface. This was caused by condensation within the sealed case of the mirror, a development to which most outside mirrors are eventually subjected. On several occasions this observer called attention of dealership service salesmen to deterioration of the mirror and jocularly commented on quality of the accessory. Yet not once was any attempt made to sell a new mirror.

Outside rear-view mirrors supplement the safety factor in free vision. Especially is this true in a car crowded with passengers, when the rear window is fogged or when the rear seat or ledge is piled so high with gear the window is blocked out. Furthermore, there is a sector to the driver's left rear which is not fully visible to him through an inside mirror.

Only about 50 per cent of the cars on the road are equipped with outside rear-view mirrors. They install for around \$3.65, of which about 40 cents is labor. In the remaining \$3.25 there is a margin of \$1.30. If someone would just start working on that 50 per cent...

LIGHTS

There is not much profit in replacing the small lamp bulbs such as those used above the license plates, in the trunk, dome, glove compartment and under the hood. They are priced starting at 12 cents and a twist of the wrist puts them in.

Yet the service establishment might find it beneficial to obligate itself to make such replacements, for the owner brings in his car in

daylight when there is small reason to remember the need of such replacements.

Most owners will remember a dead bulb in the instrument panel. They are so accustomed to light there that their faculties are disturbed by its absence. Yet the same owner may drive for weeks with one dead taillight for he seldom sees his car from the rear at night with light switches on. This applies likewise to many cars equipped with back-up lights. A driver will seldom, if ever, discover



PREFERRED EVERYWHERE

Mechanics and body workers don't shilly-shally—they insist upon GLASER. They recognize the superiority of GLASER quality solders and tinning compounds over all others on the market. This wide acceptance GLASER products enjoy is no accident... it is the result of over 30 years of solder making experience.

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S-p-r-e-a-d-s like butter!
GLASER 2-IN-1 HOT TANNING COMPOUND (Powder or Stick)
Cleans and Tins all metals including aluminum, in one swift operation.

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Flows and bonds quickly and permanently.
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Make sure you ask for time tested and accepted GLASER solders and tinning compounds, for faster, easier and better jobs.

GLASER LEAD CO., INC.

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Booth Nos.
S413-S415



RENDERING DEPENDABLE SERVICE TO THE AUTOMOTIVE INDUSTRY SINCE 1922

failure of a right rear back-up light.

Both these sets of lights are readily recognized as highly important to night driving. Even if there is little profit in such replacements, practically all owners will be deeply appreciative if the replacements are made and in that manner these small services build confidence and good-will, leading to future repeat calls.

Back-up lights, and front and rear blinkers that indicate an intended left or right turn are di-

rectional lights of exceptional value as safety factors. This is recognized by all service establishment personnel, but the morning rush often pushes such sales possibilities to the background.

The owner could be reminded, however, that back-up lights will often prevent serious damage to a car when it is necessary to reverse direction in a tight spot at night. Also that many costly, often tragic, night accidents are caused by inability to see or recognize hand signals alone.

Experienced salesmen point out that, although many cars are not equipped with such lights and the potential is great, it is folly to show the owner a few strands of wire with attachments and quote a price.

The bare assembly, uninstalled, simply does not look the price. Therefore, successful salesmen have made it a practice to sell on the utility of back-up lights and the added safety of turn signals controlled from the steering column.

And it is in headlights that the service establishment can often detect trouble building up for the owner, at a not-too-distant date when one or even both headlamps will fail him at a crucial moment.

Service-establishment personnel know that a thin coating of vapor inside the sealed unit indicates an air leak that will eventually put the headlamp out of service. The point is that few owners would recognize this condition for what it is, even if they inspected headlamps closely.

Explained to the owner, he will readily approve replacement, at a cost of about \$1.80, which includes perhaps 40 cents labor. In most shops, if other work is being done on the car, there is no labor charge. Again the profit is small, but again a service has been performed in the interest of owner safety.

WINDSHIELD WASHER

In the early days of the windshield washer, this observer bought one, had it installed and explained it to the lady who often drives the family car. She was somewhat scornful and commented to some friends, "Just another gadget for the car."

Some time thereafter it happened that the lady made a drive, alone, of more than 200 miles. It was one of those days when the cars in front sprayed the windshield with mud, and she came home with praise for the windshield washer.

Although the windshield washer may not be used for months, as in some sections of the South last summer, it is now absolutely indispensable under certain conditions. Remember, it can be used to remove accumulated dust as well as mud. Anyone who has needed one and used it will not be without it, yet there are many cars not equipped.

As this was written, many deal-

ADVERTISED IN
LIFE

GYRO
SKID-CONTROL

Don't Skid! See it! Try it! Feel the Gyro Skid-Control pull you out of skids. All-weather, automatic, instant-acting under all conditions. Test-drive today on your car.

GYRO SKID-CONTROL CO., INC., BEVERLY HILLS, CALIF.

And represented nationally by these well-known firms who serve jobbers in the automotive field with the best and most successful products in the industry:

B. M. ASCH
17 W. 60th St., New York 23, N. Y.
HARRY C. CADY
3530 Harriet Ave., Minneapolis 8, Minn.
WALT FEATHERSTON
2506 E. Earl Drive, Phoenix, Arizona
RICHARD K. FLANAGAN COMPANY
1100 E. Pike St., Seattle 22, Wash.
EARLE B. HARVEY & ASSOCIATES
87 Harvard Ave., Boston 34, Mass.
H. O. HOLLAND
2110 Elmwood Ave., Rochester 18, N. Y.
FRITZ KELLER COMPANY
3317 Winthrop, Fort Worth, Texas
JOE KELLER
P. O. Box 5644, Indianapolis, Indiana
GENE LEMKE SALES CO.
484 Fordham Parkway, Bay Village, Ohio

FRANK LIBBY CO.
1717 Wyandotte St., Kansas City, Mo.
MC EWEN CHERRY CO.
1203 Church St., Nashville, Tenn.
JACK NOBLE
1266 York St., San Francisco, Calif.
E. C. PLEASANTS
1863 Wazee St., Denver, Colorado
SMITH & SCULLY
152 W. Pico Blvd., Los Angeles 15, Calif.
H. L. STRASBURGER
553 Putnam Road, Merion Sta., Penna.
BILL WALDECK CO.
506 S. Wabash Ave., Chicago 5, Ill.
KARL WINTER COMPANY
61 E. 7th South St., Salt Lake City 2, Utah
Gyro Skid-Controls are distributed only through jobbers

GYRO SKID-CONTROL COMPANY, INC.

9238 WEST OLYMPIC BOULEVARD, BEVERLY HILLS, CALIFORNIA

ers had not recovered from the car shortage. To regain some small portion of lost new-car profits, many dealers had enlarged accessory groups and during the car shortage the windshield washer was sold installed with every new car, in many dealerships. And with the drought unabated in some areas of the Southwest.

This might convince service establishment personnel that the windshield washer can be sold under any conditions. For nearly everyone who drives a car or truck

recognizes that the windshield washer can, on occasion, mean the difference between clear vision with safety, and blurred vision with danger.

DEFROSTERS

With so many vehicles, both passenger cars and trucks, equipped with heaters and defroster attachments, there is no longer the sales opportunity for independent defrosters that existed one time.

Ordinarily, in most sections of the South, if the heater functions, the defroster functions and the latter is sufficient to insure adequate vision.

Sleet and ice conditions are sporadic over most of the South and when icing conditions are bad enough to overcome normal defrosting appliances, they are generally bad enough to stall traffic.

Only in a few sections of the South do windshields ice up often enough to stimulate substantial sales of independent defrosting equipment. However, there are enough isolated cases of particular owners who want extra defrosting equipment that occasional sales are made, in the few geographical sections referred to and to those who, from experience in northern driving, insist on extra protection in their first winter south of the Mason and Dixon line.

In servicing for vision, dealers and independents make a substantial contribution to public safety. And it is almost a certainty the profit possibilities in the various categories reviewed have not been explored fully.

With respect to servicing the less prominent vision factors in their cars, most owners may be compared with the fictitious individual who sees no need to repair a leaky roof when there is no rain. If someone would just remind those car owners . . . there would be more safe cars on the highways, more dollars in the tills of service establishments.

Selling Steering Safety

(Continued from page 71)

"We are proud of our customers and their good-will is of utmost importance to us. We do not intend to jeopardize it with work done in a slipshod manner. The four mechanics and helper employed in our shop are all conscientious and capable. Two mechanics do the front-end work. Every job is under my personal supervision.

"We are honest with customers. We don't try to sell service they don't actually need.

"If the wheels are not out of line enough for corrective work, we tell the customers so. Factory specifications allow one-half degree one way or the other, and we follow these specifications," Austin declares.

What about wheel-balancing?

"We stress wheel - balancing," Austin explains, "because we are

VOIT® FLEXIBLE RADIATOR HOSE

now tailor-made for TRUCKS-BUSSES



12 additional sizes available for Trucks, Buses, Tractors and Industrial Applications.

★ No Cutting
★ No Broken Necks
★ No Metal Elbows

★ No Nuisance
★ Saves Time
★ Saves Repairs



18 ORIGINAL SIZES FIT ALL PASSENGER CARS— Some trucks and all '36 to '52 passenger car curved hose applications are covered by 18 original sizes of Voit Flexible Hose. Now you can have the best and most complete replacement hose program by adding these 12 truck and bus sizes.

ORDER THESE 12 EXTRA SIZES NOW FOR COMPLETE COVERAGE! AVAILABLE 6 TO THE CASE.

VOIT®

Proved on
America's Speedways

CHICAGO 10, LOS ANGELES 11
America's Finest Automotive Hose

IT PAYS TO INSTALL DELCO *ENGINEERED RIDE CONTROL* SHOCK ABSORBERS!

Facts prove Delco has no equal

TIME-PROVED SUPERIORITY

Leading automotive engineers — men who design and build cars — specify Delco shock absorbers for more new cars than any other make. They know Delco fulfills all requirements for smooth, efficient, dependable operation plus long life . . . for all makes of cars!

LARGEST MARKET COVERAGE

More than half the cars that pass your door are Delco shock absorber equipped. This tremendous presold market of satisfied owners makes it easier for you to sell Delco—to profit from Delco's recognized advantages.

COMPLETE MANUFACTURING FACILITIES

Delco's complete manufacturing facilities — unmatched in the industry and exclusive with Delco — insure greater accuracy, higher quality and more uniformity. Many precision operations — which Delco alone performs — insure better performance and longer shock absorber life.

QUALITY-BUILT COMPLETE LINE

Delco makes the right type of shock absorber for every car. No matter what your customer needs, you have it with Delco. That is why more than 80,000,000 Delco shock absorbers are in use today.

EASIEST to STOCK and SELL!

Delco shock absorbers are easiest to stock and sell because Delco provides a wide variety of shock absorber assortments to fit all leading car makes. This means that for a small investment you can stock and sell fast-moving Delcos—

easily, at a profit!

Take advantage of these customer accepted products that move fast—assure quick profits! Order a Delco assortment today from your Delco shock absorber wholesaler.

DELCO SHOCK ABSORBERS

A GENERAL MOTORS PRODUCT



A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE

DELCO PRODUCTS

GENERAL MOTORS CORPORATION

DIVISION

DAYTON, OHIO

convinced that it's definitely to the customer's advantage. Since manufacturers are making wheels smaller, and the tires bigger, wheel balance is becoming more important."

Despite Austin's substantial shop volume, he is convinced that present cars don't need as much steering work as older ones. Improved engineering and redesigning—smaller tie-rods, for example—have taken some of the problem out of steering.

"Steering service today is large-

ly a matter of proper alignment and wheel balancing," he declares.

"Cars have always had front-end trouble, although car owners—and some mechanics—often were slow to recognize it," Austin recalls. "Tire shimmying, for example, has always been a fairly common problem, yet until recent years most car owners didn't worry too much about it. Now that they have been educated to it they are giving much better attention and care to the front end of their cars."

What about shock jobs? Austin

offers some free advice to one and all:

"Many customers could save much trouble—and some money—if they would invest about \$1.50 in a new air gauge, put it in the car and then ask the service-station man to make a horizontal reading with it when testing air pressure," Austin says. "Such a gauge is worth its weight in gold. There really is no telling just how much one will save. Often the gauge used by the service-station man is off. It gets knocked around, and may be inaccurate enough to indirectly bring on shock trouble."

Modern and fully equipped, J. J. Austin Auto Service offers complete service to all types and makes of cars, although it caters to the more expensive makes, particularly Buick, Cadillac and Hudson. The Austin shop is the only authorized Hudson shop in the city other than Hudson dealers.

The shop has two diagnosis machines and does much motor tune-up work. It also offers complete overhauling, and service on starters, generators, carburetors, clutches, transmissions and brakes.

Austin, in the automotive business since 1918, was affiliated with Buick service for 12 years before going into business for himself. He owns his own modern, attractive building at 616 Marshall Avenue, in the heart of Memphis' automotive district. The well-lighted building is 50 by 80 with easy access.

Also active in the company is Mrs. Austin, who handles the office work "and does a good job of entertaining the customers until I can take over," Austin grins. Mrs. Austin has helped steer the shop along success road since the day it opened.

Factory Sales of Cars Hit Peak for 1952

CLIMBING back from a slump induced by the nation-wide steel strike, factory sales of new motor vehicles hit a 1952 peak of 551,159 units in September, the Automobile Manufacturers Association announced Oct. 29.

Included in the month's total were 438,397 passenger cars, 112,375 trucks and 387 motor coaches.

The September total compared with 270,982 units for the previous month, which rated as the lowest August factory sales figure in seven years. September sales were above September, 1951, sales.

standardize on Stant Caps with new car quality



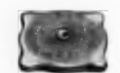
EVRSEAL OIL FILLER CAPS 7 caps fit practically all popular cars . . . heavy cold rolled steel construction . . . rustproofed . . . aluminum fabric filter element . . . makes sure your engine breathes . . . SO-61 to 67.



DUAL-LOC LOCKING GAS CAPS Positive type . . . water-proof . . . dust-proof . . . floating seal . . . 5 tumbler cylinder lock . . . GW-50, GW-51, GW-55.



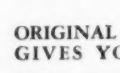
EVRSEAL REPLACEMENT GAS CAPS Standard of the industry . . . copied . . . never duplicated . . . floating seal . . . patented venting principle . . . G-20, G-21, G-25.



EVRSEAL FENDERWELL GAS CAPS Duplicate standard caps for concealed gas filler necks . . . patented venting principle . . . floating seal . . . G-30, G-35.



EVRSEAL REPLACEMENT RADIATOR CAPS Floating seal . . . unaffected by standard anti-freezes . . . R-1 to R-4.



EVRSEAL RADIATOR PRESSURE CAPS Designed to automotive engineers' specifications . . . accurate pressure relief valve . . . sensitive vacuum relief valve . . . leakproof-tested under pressure . . . R-5 to R-11.

ORIGINAL EQUIPMENT VOLUME GIVES YOU BETTER VALUES

Sell the only complete quality cap line. Dealers tell us they standardize on Stant because of their universal acceptance, original equipment use and quality standards . . . better turnover and profit!

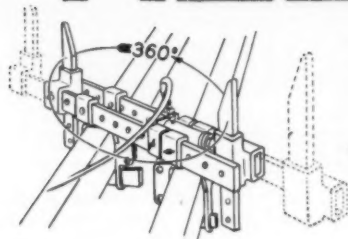
STANT MANUFACTURING CO., INC.
Connorsville, Indiana



Used on America's Finest Automobiles as Standard Equipment

IT'S GOOD NEWS ABOUT ALIGNMENT

HELP IS ON IT'S WAY™



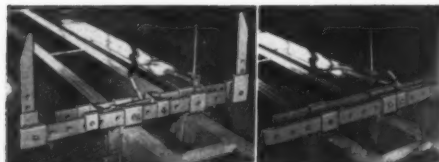
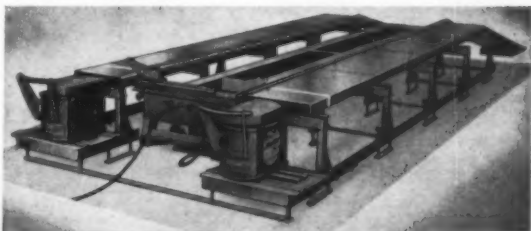
NOW you can straighten today's difficult frames and restore basic body alignment

WITH THE NEW EASY TO OPERATE

***Bee Liner* 360**

THE BEE-LINER 360 IS THE ANSWER TO YESTERDAY'S ALIGNMENT TROUBLES AND THE ADDED PROBLEMS OF TODAY'S FRAME BODY CONSTRUCTION

- Jack always remains in a low position out of the way, always in line with push or pull, yet tools provide maximum versatility in operating height.
- Angles of push, push and hold, pull, pull and hold, double push, double pull, spread and squeeze are available in any direction in a 360° circle.
- Ample amount of push or pull without disturbing set-up.
- Capable of performing every conceivable frame straightening operation.



for every frame straightening operation.

**SQUEEZE
SPREAD
STRETCH
STRETCH-PULL
DOUBLE PUSH
ANGLE PUSH
PUSH
DIAMOND**



The Bee-Liner 360 unique design makes it exceptionally versatile. The practically unlimited combination of hook-ups insure a more efficient handling of all frame straightening operations, faster. With full 360° angle of hook-up, the jack is always in line with the push or pull. Jack operates below all obstructions, out of the way. Frame press and knee adjustment insure proper working height. Set-up may be pinned and held while jack is reset for further push. The Bee-Liner 360 for the first time makes it possible to push, push and hold, pull, pull and hold, double push, double pull, spread and squeeze in any of the 360 degree angles.

MAIL TODAY FOR LITERATURE

NAME _____
ADDRESS _____
CITY _____ STATE _____

Bee Line co.

DAVENPORT, IOWA

U.S.A.

Jobber News

(Continued from page 95)

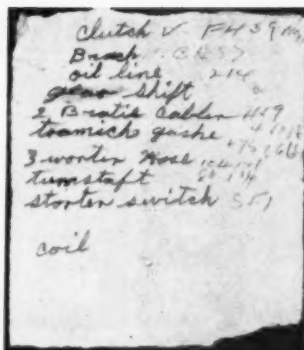
for the manpower to develop."

In Tulsa it is conceded that "Cy" Waste has made signal progress with Standard Motor Supply in the less than eight years he has been in business.

He had 24 years of experience in parts with General Motors before opening in March of 1945, in a somewhat isolated location affording space 25 by 60 feet, a portion of one structure. Within three years

the business had grown into the full capacity of the building, 50 by 75 feet. Eventually he erected a 65 x 140 building on a 100 by 140 lot, leaving ample space for customer parking.

Personnel has increased to 25 people, the store operates three trucks and there is a machine shop employing eight and containing \$60,000 worth of equipment. "Cy" says his machine shop is not a profitable department, but that it justifies itself by selling merchandise.



This order was filled correctly at Mid-Ca. Auto Parts Co., Inc., Griffin, Ga., reported Russell Allen of that firm.

SAFETY IS YOUR BUSINESS... INSURE IT WITH *Fused Fabric*

BRAND NEW IN

- ★ BRAKING EFFICIENCY
- ★ TENSILE STRENGTH
- ★ CONSTRUCTION
- ★ DENSITY

A Rusco Fused Fabric Franchise assures you that you are selling the safest brake lining material obtainable. For only Fused Fabric gives such long service, such uniformly fine braking action, such steadfast dependability. The key to Fused Fabric's superiority is found in this patented engineering achievement...

PATENT NO. 2584825

This U. S. Government Patent is proof of Fused Fabric's unique contribution to the Automotive Industry.

"The Standard
of the
Industry"



THE RUSSELL MANUFACTURING COMPANY, MIDDLETOWN, CONN.

He has three explanations for his somewhat impressive rise in wholesaling in Tulsa. Two of them are stock answers, one is more original. Hardly any automotive wholesaler could trace the progress of his business without crediting that progress to "good service to customers" and "if we don't have it we get it." "Cy" finds those two ingredients in his progress, plus a third.

"Young personnel throughout," he says, "from front to back. I have consistently tried to surround myself with young men. All our salesmen are young men, all our countermen are young. In my opinion you can't hire the older men and get the job done with competition what it is.

"Currently, too, our parking space adjoining the building is a highly influential and favorable factor. That parking space, naturally, had nothing to do with getting us here, but it will certainly help to keep us here. I have had other Tulsa jobbers tell me they envy that parking space, that with it I have the ideal set-up.

Late last summer, Standard Motor Supply was open evenings until 10:30, to get the business of all-night spots. On this shift an older man was in charge. But at that time it was not certain the practice would be continued.

Automotive Parts Co., Tuscaloosa, Ala., has been appointed Permite warehouse distributor for the Tuscaloosa area, according to Ed Siegal, partner.



A group from Coiner Parts Co., Staunton, Va., flew to Hagerstown, Ind., last month in Perfect Circle's "Magic Carpet" plane to look over the factory and confer with officials. In the photo are (l. to r.): Back row, Jim Leonard, pilot; John E. Colley, regional manager of PC; B. C. Knicely, Charles E. Kennard, Joe Daffin, Clay Sniteman and Ervin Lange of Coiner, and Gordon Murray of PC; front row, Lawrence Brown and Ray Miles of Coiner, Kenneth Thompson of PC, Carlyle Wilkerson and R. D. Fitzgerald of Coiner, Carl Peters, co-pilot, and the young son of Gordon Murray.

Nunn Named for Midwest

W. S. "Bill" Nunn, formerly Midwest representative for Lempro Products, Inc., has been named Midwest regional sales manager to succeed Al Rowe, promoted to assistant sales manager.

Mrs. Ward Succumbs

Mrs. Nettie Lee Ward, wife of Den Ward, who is the charter president of B-38 in Birmingham, Ala., died recently in that city.

J. Richard Maxwell, who had been sales manager of Braxton Auto Parts, Whiteville, N. C., for 4½ years, has bought the firm from Lee Braxton and is now owner and general manager. The sale included the building, shop and stock.



Thomas L. Camp has been promoted to general manager of Federal-Mogul Corp.'s Service Division, succeeding N. A. Moore, resigned.

Formal opening of this new building marked the 20th anniversary of M. S. Church Auto Parts Co., Pulaski, Tenn. Situated on North Second Street, the building has 7,500 square feet of floor space. M. S. Church is the founder and his son, John, is owner and operator.



J. A. "Doc" Carlson (left) of L. D. Tuttle Co., Dallas, Texas, has moved his headquarters to Atlanta, Ga., and will cover Alabama, Georgia, Florida, Kentucky and eastern Tennessee. C. Karl Lichtman (right) has taken over the North and South Carolina and Virginia territory for Tuttle.

Allied Parts Opens Crichton Store

ALLIED Auto Parts Co., Mobile, Ala., has opened a branch at Springhill and Union Ave., Crichton, Ala., President Ed Coward announced.

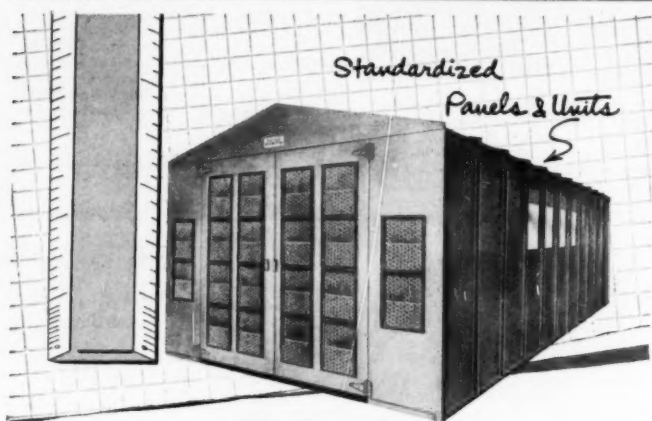
A. D. Rigby is operating the new store and A. W. Hawkinson is directing sales. The branch will carry a complete line of parts and equipment.

White Moves Warehouse

White Machine Works, manufacturer of Superior-Arrowhead engine parts, has moved its Atlanta, Ga., warehouse from 734 West Peachtree St., to 1362 Spring St., N. W. Tom C. Brown is district manager.



B. Eugene Smith (left), sales manager of Crow-Burlingame Co., Little Rock, Ark., receives a Joshua award from E. W. Stanfield, district representative of the Universal Match Corp., for the best use of match-book advertising for automotive equipment or services during the past year. Awards are made each year for outstanding match-book advertising in 43 classifications of products and services.



Binks new standardized spray booths give refinishers added savings

Now Binks offers you *faster delivery* and *lower prices* with its new line of Dry Type Auto Spray Booths (Model DAS).

Here's why. Improvements in the design of this booth make it possible to standardize the shapes and sizes of all panels opening the way for mass production. The resulting savings mean lower prices to you. Standardization also speeds delivery since Binks now can ship standard panels from stock.

As with earlier models, Binks guarantees each DAS booth to exceed the requirements of all fire, health and state authorities.



Easy, fast assembly

**ask your
jobber**

for Bulletin DAS-562.

It gives dimensions of all models.

Or write to:

Binks Manufacturing Company
3136-40 Carroll Ave., Chicago 12, Ill.



GUNS • SPRAY BOOTHS • COMPRESSORS • EXTRACTORS & ACCESSORIES

REPRESENTATIVES IN PRINCIPAL U.S. & CANADIAN CITIES • SEE YOUR CLASSIFIED DIRECTORY

Westbrook Cites His Status To Texas Convention

WHEN the nominating committee of the Automotive Wholesalers of Texas reported its selection of Chester Westbrook of Texarkana for vice-president, Westbrook gained the floor and facetiously suggested to the convention that his eligibility be checked with Baron Cregar of SOUTHERN AUTOMOTIVE JOURNAL.

This by-play resulted from an SAJ article that appeared after the AWOT convention in Houston in 1951, where Westbrook was elected to the board of directors.

The article, with Westbrook a willing corroborator, pointed out that although his residence is in Texas, his business is in Arkansas and that therefore, he was the first Arkansas jobber in history to hold office in the Texas association.

At the recent convention Westbrook was assured that there is now no question about his eligibility. The association's new constitution and by-laws do not limit membership to wholesalers doing business in Texas.

In fact, the association made it plain through Director Kindel Paulk of Wichita Falls, who discussed the new constitution, that wholesalers from bordering states will be welcomed.

This, then prompted the SAJ representative to suggest to Westbrook that he bring "other Arkansas jobbers" into the association.

Robbins Represents Bean

H. R. "Bill" Robbins has been appointed representative for John Bean Division in Tennessee, Alabama, Mississippi and northwestern Florida. He began his automotive career 20 years ago in wheel and frame aligning service.



Hudson wonder car shown to Hudson's sales force on September 15th at Detroit's Masonic Temple.

Still Time to Get on the Band Wagon!



An eager, car-conscious public is enthusiastically awaiting the first viewing of the new Hudson wonder car at dealers' showrooms. And that widespread public interest is being built up daily by news of Hudson's new compact, economical, low-priced car in magazines and newspapers circulating throughout the country. You can cash in on this ready market!

YOU MAY be face to face with the greatest sales opportunity of your career. In all the world, there's no other car like this... a low-priced car that performs like the fabulous Hudson Hornet, national stock-car champion! With the addition of the new wonder car to Hudson's present line, Hudson dealers will enjoy a 94% coverage of the entire American new-car market.

Road tests prove Hudson's new wonder car outperforms anything in the low-price field. Possible only because of exclusive "step-down" design, this trim, compact car glides over a washboard back road just as smoothly and surely as it does over a new parkway. It hugs the road tighter than anything except another Hudson.

You can profit with this great new car and the other outstanding Hudson series, starring the fabulous Hudson Hornet. A few choice dealer franchises are available... if you hurry! For full and confidential information on the Hudson franchise and advance details on the new, low-priced wonder car, send in the coupon below, today!

HUDSON

C. A. J. Hadley, Sales Manager
Hudson Motor Car Company
Detroit 14, Michigan

Send me complete information on the Hudson dealer franchise and advance details on the new wonder car. I understand that all such information is to be confidential.

NAME _____
ADDRESS _____
CITY & STATE _____
BUSINESS _____ POSITION _____

Rising Overhead Hitting You? Read This and You Can Smile

It's no news that overhead has risen for most businesses during the last year.

But how much more is it costing automotive wholesalers to operate these days?

Last month SOUTHERN AUTOMOTIVE JOURNAL asked 350 jobbers how their overhead for the first

nine months of 1952 compared with the same period of 1951.

With a very few exceptions, jobbers reported increases ranging from .4 per cent to 19 per cent. A one-per-cent to five-per-cent increase was the most common and several wholesalers commented that overhead seemed to be leveling off

A Reader Survey

after a period of steady climbing. Some typical answers on the amount of increase and reasons for it included:

Raymond A. Magee, president, Cross Roads Auto Service, Berlin, Md.—“Labor is higher, but by reducing inventory we have cut insurance, taxes and interest. In addition, we have eliminated certain news services and advertising. We have got to cut fixed charges or else, because we can't cut labor. Inflation is catching up on us and our help. We may all be swallowed up yet.”

“There is a running argument here about how to get turnover considered as average by MEWA and NSPA. We just don't get it. Our parts manager says one cannot when located 150 miles from any city or warehouse. I say we can get three turns, yet a factory representative as late as yesterday stated on his line two to 2½ was all that could be expected. He sells bearings, pistons, pins, sleeves, water pumps, kingpins, front-end parts and valves.

“A study on when to drop an item that hasn't moved (six or 12 months) and how far back in models a jobber can go and get three to four turnovers would interest us. For 15 years we have been told we have too few popular items and too many slow-movers. We try to give service. Too good?”

A West Virginia firm—“Overhead slightly higher in spite of a tremendous battle to sell long-profit merchandise. Profits will have to improve.”

A Maryland firm—“Overhead 19 per cent higher.”

A Texas firm—“Overhead 4.1 per cent higher.”

A North Carolina firm—“Overhead .4 per cent higher, probably due entirely to slow textile business in early part of year.”

A Kansas firm—“Overhead has decreased about 1½ per cent.”

A Texas firm—“Around three per cent higher. And with gross margins of profit being cut from time to time, the picture is anything but encouraging. Something will have to give one of these days if the present trend of increased costs to do business is not reversed or margins of profit improved. Competition is losing complete sight of fact that margins of profit given by manufacturers should not



GET ON THE BALL!

CASCO

**CASCO SPOTLIGHTS
FINEST MADE!
INNER CONTROLLED!**

Powerful sealed-beam light turns in a complete circle. Smart, streamlined design... heavily chrome-plated.

JUNIOR No. S-40 Thru-the-Past No. S-35 Thru-the-Door RETAIL \$10.00	STANDARD No. S-41 Thru-the-Past No. S-36 Thru-the-Door RETAIL \$10.50 <small>(Also available for 12 volt)</small>
---	--

**FAN HUB
REPLACEMENT ASSEMBLY**

TRIMMENDOUS NEW MARKET EVERY DAY

Worn out fans of every make are replaced daily with the reliable CASCO Fan Hub Assembly. Merchandising package includes 6 Fan Hub Assemblies—each 2 mounted on display card. No. F-14 RETAIL \$2.05

**SMART, NEW, LUCITE
ILLUMINATED
FENDER GUIDE**

Universal Thru-The-Fender mounting. Fully adjustable for all cars. Light in mounting base illustrates full length of rod. Extra brilliant at top.

Display card FREE with each S. Order No. A-31 RETAIL \$2.75

**CASCO 2-SPEED
6" RUBBER-BLADED AUTO FAN
QUIET! DEPENDABLE!**

Fans have chrome-plated metal rim and several arm. Motor case is die-cast, has universal mounting brackets for quick, easy installation.

No. F-11 (6 volt) RETAIL \$8.75	No. F-12 (12 volt) RETAIL \$7.75
---------------------------------	----------------------------------

**CASCO "SPOTLIGHT MIRROR"
FITS ALL SPOTLIGHTS**

Double thick, polished bevel glass mounted in heavy gauge brass, chrome plated shell, swivels on ball and socket to die cast mounting arm. Attaches to back shell of spotlight.

No. S-10 RETAIL \$3.00

**NEW! CASCO
ON-THE-POST SPOTLIGHT**

MOUNTS COMPLETELY ON OUTSIDE OF CAR. CONTROLLED BY DASH SWITCH

This chrome beauty has all the light power and maneuverability of more expensive spots—yet can be installed in minutes.

No. S-240 RETAIL \$14.00 <small>(Also available for 12 volt)</small>

See us at the
**ATLANTIC
CITY
SHOW**

Booths 344 thru
382, December
10th thru 13th.

Dependable Products for **CASCO** Over a Quarter Century

Casco Products Corp., Bridgeport 2, Connecticut

Southeast Repr.: LAWRENCE M. HIRSH & CO.
American National Bank Bldg., Jacksonville 7, Fla.

Southwest Repr.: HIRSH-FRAZER COMPANY
4333 Belmont Ave., Dallas 4, Texas.



**ANOTHER ONE OF BLUE STREAK'S
36,000 BOOSTERS!**

One thing is certain: this Blue Streak contact can take more punishment with less squawking than any other contact in the business. That's why it outlasts them all.

It has a contact area that is 55.4% larger than ordinary points — a special Blue Streak feature to reduce the heat of the arc-at-break. Instead of ordinary tungsten, the Blue Streak point is made of high amperage tungsten. Not only can it carry more current, longer — it does so with hardly any burning or pitting. The full length copper shunt cuts down resistance — allows the coil to deliver full power.

And, for all this "reputation insurance," you pay only a few pennies more. *Standard Motor Products, Inc., Long Island City 1, New York.*

***Better your Business...
Buy Blue Streak***



Neal Franklin, ex SMU All-American football player and outstanding tune-up specialist in El Paso, thinks BLUE STREAK is "the top ignition line. When I tune-up with BLUE STREAK I know I'll get complete customer satisfaction."



JILS • POINTS • CONDENSERS • VOLTAGE REGULATORS • HEADLIGHT RELAYS • DISTRIBUTOR HEADS & ROTORS • DIMMER SWITCHES • WIRE & CABLE



The photographer was right there when Armstrong Co. of Knoxville, Tenn., opened its new building. Selling paint and body supplies in the upper eastern part of the state, the firm travels three salesmen. Carl Armstrong is at left in the front row of the group shown and Len Armstrong is in the center of the front row (in white shirt and tie). The company was opened in May, 1951. The present store is 45' by 80' and has warehouse facilities for the specialties handled.

The RIGHT SOLDER



MEANS BIGGER PROFITS!

A soldered joint is no better than the solder used to make it. A poor grade solder often leads to a poor job . . . customer dissatisfaction . . . additional costly repairs . . . and smaller profits for you! That's why it pays to get the best solder you can buy. Buy Federated Gardiner brand Solder and you get a tin and lead alloy carefully prepared and engineered by experienced production men under the strictest metallurgical controls.

A variety of Federated Gardiner brand Acid Core Solders containing an active chemical flux is recommended for all automotive repair work . . . Solid Wire Solders where a separate flux is desired. Available in all commercial wire sizes and compositions through your local jobber.

Federated Metals Division



AMERICAN SMELTING AND REFINING COMPANY • 120 BROADWAY, NEW YORK 5, N. Y.

be dissipated merely to have the records show that sales are good."

A North Carolina firm—"Overhead has increased five per cent."

An Alabama firm—"Overhead eight per cent higher."

A Tennessee firm—"Overhead five per cent higher."

A Georgia firm—"Overhead up ten per cent."

A Florida firm—"In 1951 our overhead increased two per cent over 1950. Being advised of this by our auditor's report, we immediately set about decreasing that increase. As a result, our 1952 overhead increase of one per cent is somewhat less than the increase for the year before. However, our overhead increase for 1952 over 1950 is actually three per cent."

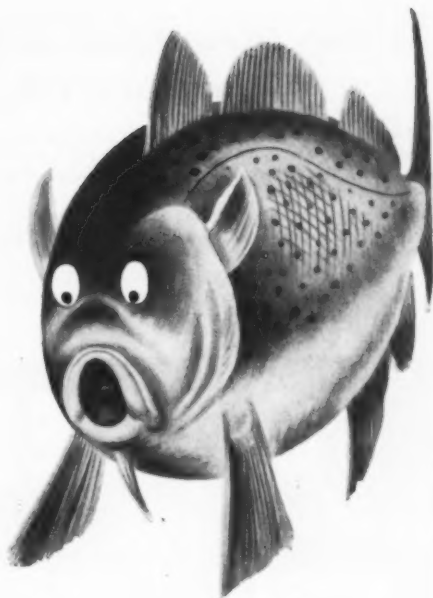
An Oklahoma firm—"Overhead three per cent higher."

A Kansas firm—"Expenses up 8½ per cent. Sales up 13½ per cent."

A Florida firm—"Overhead 1½ per cent higher."

Price Names Noznesky

Harry Noznesky has been named vice-president and sales manager of Price Battery Co., Hamburg, Pa. He has been in the automotive industry for 17 years, working most of that time with batteries and allied lines.

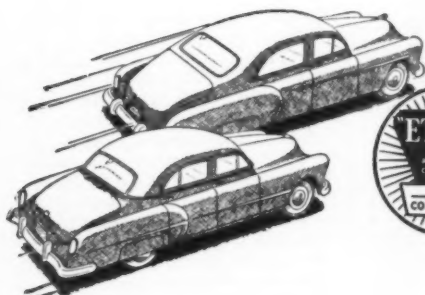


There's a big difference between a

tomcat ... and a ... tomcod

—and there is a powerful difference, too,
between performance and “ETHYL” performance!

TRADE-MARK



Yes, there's a powerful difference between the performance of an engine using just gasoline and one using “Ethyl” gasoline. When you set the timing to take full advantage of “Ethyl” gasoline's higher antiknock quality, your customer gets “Ethyl” performance—more power, quicker starting, more mileage. And you get happier, more satisfied customers.

ETHYL CORPORATION, New York 17, New York

Other products sold under the “Ethyl” trade-mark: salt cake . . . sodium (metallic) . . . oil soluble dye . . . benzene hexachloride (technical) . . . ethyl chloride

Texans Plan Battle to Meet Oil Companies' S. S. Trading

FLEXING newly-bulging muscles of organization and raising an association voice ringing with newly-found confidence—both made surprisingly strong during the past 12 months by an increase to almost three times any previous membership total—the Automotive Wholesalers of Texas, in their conven-

tion at Corpus Christi on Oct. 10 and 11, resolved with convincing determination to:

1—Go to battle with the major oil companies of Texas who, a resolution charged, have evolved a "systematic scheme for excluding automotive wholesalers from the primary market" of 12,000 service

stations within the state, and ask the attorney general for "forthwith prosecution of any violations of the anti-trust laws of Texas or the nation."

2—Have their officers "exercise the powers of their office zealously" in cooperation with "existing state and regional organizations" to reach the goal of affiliation with "one—and only one—national association, representing all wholesalers, both general and specialized . . ." Existing associations referred to were Middle Atlantic and Alabama.

3—Move the Southwest Automotive Show office from Dallas to Austin following the next show in March, 1953. It was pointed out that since sentiment favors a Southwest Show only in years when there is no ASIS, substantial expense would be eliminated by consolidating the show office with those of AWOT and the Texas Highway Safety Council, the latter two now being directed from one headquarters.

Meanwhile the association's first full-time manager has instilled a feeling of unity among members, who expressed during the convention extreme satisfaction in his competence. With the title of executive director, G. C. Morris of Greenville, former state senator and widely-known in legislative halls at Austin, opened headquarters in the state capital on July 1 and administers affairs of both AWOT and the safety council. Morris told the convention the minimum AWOT membership goal for 1953 is 500.

Wholesalers and factory men alike found reassurance in an address following a luncheon by Col. Homer Garrison, director of the Texas Department of Public Safety. He left no doubt that he favors continuing the year-old motor-vehicle inspection law. Enforcement of the law by Garrison's department produced many complaints and inspired legislative candidates to campaign—successfully—on an anti-inspection platform.

Registration was restricted by conflict with the discount date and the Oklahoma-Texas football game in Dallas and barely equalled total association membership of 210. Attainment of that all-time high in membership was readily and largely credited by resolution to the re-

JOBBERS

ARROW helps your salesman SELL

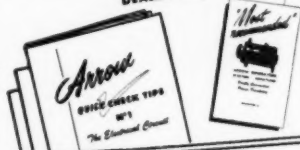
HERE'S
HOW

- GENERATORS
- STARTERS
- ARMATURES

ADVERTISING TO DEALERS

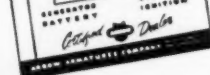


DEALER AIDS



Authorized
ELECTRICAL SERVICE

PERMANENT
METAL
SIGN



NATIONAL PUBLICATIONS



PREMIUMS



HAVE YOUR

Generator and Starter
CHECKED FREE

for "Preventive Maintenance" every 1000 miles

By Recommended ARROW Service Stations and Dealers

BIG OUTDOOR 2-COLOR

BANNER (3' x 5')

Send for FREE Brochure, "A New Approach to Volume Sales"

ARROW

ARMATURES COMPANY

Boston 34, Mass. • Spartanburg, S. C.





Dan Pettit for B-30, left, and Ray Ricke for B-4 constituted a committee that arranged a cocktail party for entertainment of jobbers at the Corpus Christi convention, with Texas Boosters as hosts. For photo of new officers of the Automotive Wholesalers of Texas, see page 93.

tiring president, J. B. Wilson, who reportedly devoted half his time to travel and labor in behalf of the association at his own expense.

Jimmy Quicksall led a discussion on organizing and strengthening local organizations and reviewed stratagems of organization work as he learned to apply them while forming the South Plains group in west Texas.

Wilson retired, after the annual election, to a place on the board of directors, being succeeded by Alden Davis of the Walter Tips Co. of Austin. Chester Westbrook of the Westbrook-Reynolds Co. of Texarkana was chosen from the board for vice-president.

Secretary Jimmy Quicksall of the Quicksall-Pryor Co. of Lubbock was reelected and the new treasurer is H. L. Constant of the Constant Service Co. of Austin.

The new board of directors includes Wayne Bull of San Antonio, Kindel Paulk of Wichita Falls, Bill Riley of San Angelo, E. F. Kendall of Amarillo, R. R. Hertenberger of Navasota, H. R. Wilson of Mount Pleasant, Albert May of Dallas, L. W. Barnett of Fort Worth, Adam Contreras of Mission and Buddy Hamil of Corpus Christi.

Introduction of the service-station resolution was anticipated after a bristling address by Executive Director Morris, who said that when he gave up his home in Greenville, moved to Austin and took over the two offices there, he did so because he had found a whole industry of individuals being

ground down by unfair competition and unaware of what was being done to them.

"The jobbers of this state have an inalienable right to sell in any market," he declared. "If we pool our resources and every available jobber is a member, there is no problem that can't be solved."

He added that "we have a battle on our hands to keep the motor-vehicle inspection law on the books."

Albert May said he approached with apprehension the task of lead-

ing a discussion on affiliation with a national association. He said he believed a resolution adopted by a group in north Texas expressed the sentiments of many wholesalers and he read that resolution. There was considerable discussion from the floor, but it was pointed out such discussion had been going on for years, that no one had a solution to offer, that it was highly improbable there would ever be a consolidation of the two principal national associations. One wholesaler suggested "we go out and hire a czar

SIGN UP for NEW PROFITS

... hundreds of extra dollars every month!

Here's the way Arrow Dealers do it . . . in their own words. "We use Arrow Sales Helps to promote Generator and Starter sales all the time, so car owners come to us with that kind of trouble. Even if it's somewhere else . . . ignition, battery or regulator . . . we cash in on those jobs, too. In fact, we're headquarters now for all kinds of electrical jobs we never used to get. Result is extra jobs every day and hundreds of extra dollars profit every month."

HERE'S WHAT YOU GET

Stock No. 9 . . . nine Arrow "One-O-Two" Generators covering 85% of all generator replacements. They are "Most Recommended" because Arrow's factory "road-test-102", tougher than actual use, proves performance life even before you put the generator on the car. That's your protection against comebacks for service or replacement.

FREE with your purchase of Stock No. 9 you get these Arrow Sales Helps:

1. Permanent 3-color metal sign, "Authorized Electrical Service"
2. Shop Guides to efficient electrical service
3. Big 3' x 5' 3-color Banner
4. Envelope Enclosures
5. Mailing Pieces

HOW CAN YOU QUALIFY? It costs nothing to find out. Just fill in the coupon below and mail it today. We'll send you complete information.

JOBBER: Arrow's merchandising plan and prompt deliveries from two conveniently located factories make this a major profit line. For full information, attach the coupon to your letterhead and mail to Boston.

MAIL THIS COUPON TODAY

ARROW

ARMATURES COMPANY

Boston 34, Mass. • Spartanburg, S. C.

ARROW ARMATURES COMPANY
Dealer Service Department
15 Fordham Rd., Boston 34, Mass.

Please send me complete information on how we can get the benefits of your dealer merchandising helps and "new profits" from electrical service.

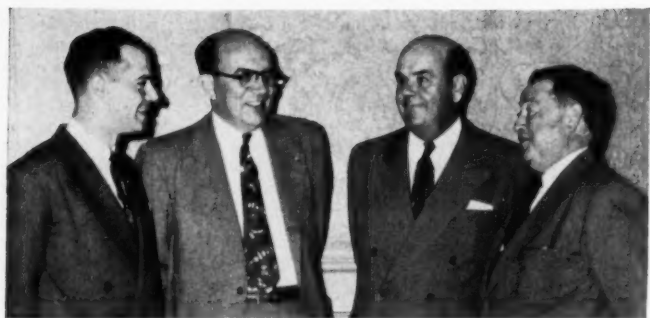
MR. _____

COMPANY _____

STREET _____

CITY _____ STATE _____

Please include name of my nearest Arrow Jobber ☐



Officers elected by Automotive Booster Club No. 4, Dallas, are (l. to r.): T. H. Everett, secretary; John Harvey, president; Ben Abbott and J. W. McGavock, vice-presidents. Ed Shipp, Jr., was elected treasurer.



TESTED & APPROVED..

**..ACCEPTED
& USED!**

**WARCO
AUTOMOTIVE
CHEMICALS**

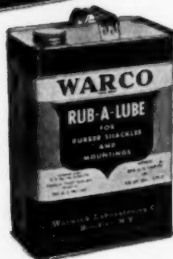


For almost 2 decades the WARCO Line of Automotive Chemicals has delivered an unbeatable record of dependable performance to millions of car, truck and bus owners throughout the world. This wide acceptance of the WARCO Line is no accident—it is based on the fact that every WARCO Product is the result of a time-tested scientific formula that is held under rigid laboratory control.

One outstanding example—WARCO Grade "A" Brake Fluid is guaranteed to give uniform performance under all climate and weather conditions. Every product in the WARCO Line from Jack Oil to Liquid Engine Seal is manufactured under the highest standards with the best materials obtainable.

To safeguard your own reputation, sell the WARCO Line—the accepted and tested Line.

*Sole Manufacturers of
WARCO Grade "A" Products*



WAREHOUSES

I. M. Auto. Supply Co., Chicago, Ill.
Parts Warehouse Co., Dallas, Tex.
Warehouse Service Co.
Houston 3, Tex.
West Coast Rep.: M. L. Bud Cohn
Los Angeles, California

Ask your Jobber or write us for
our complete line.

WARWICK LABORATORIES CO.
334-42 Cleveland Street, Brooklyn, N. Y.

like they did in baseball and in the movies," but in the end the AWOT contented itself with a resolution as outlined above.

Before his election to the presidency, Alden Davis conducted the discussion entitled, "Sponsorship of the Southwest Show." He said it was the intention, after the 1953 show, to wrap up in one package, membership in AWOT, membership in the highway safety council and sponsorship of the show.

"Some feel that a jobber should not be compelled to pay to see a manufacturer's merchandise," he began.

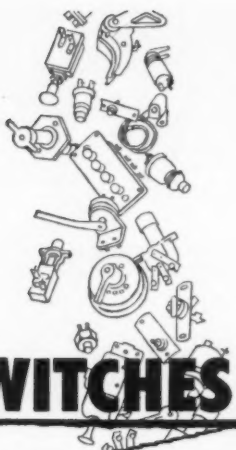
"The show had to start out that way. But now that they're started, and inasmuch as the jobbers own the show, it would be advantageous to discontinue the sponsorship fee and make every member a sponsor.

"We could reduce expenses materially, eliminating the expense of one office, if we center the detail work in Austin, but not the actual work of staging a show, which could be done by the manager in the host city in a period of several months."

Additional discussion from the floor, with questions, elicited from Davis the information it is intended to make this one of the projects of a meeting of show directors to be held during the forthcoming event. On motion from the floor the executive director was instructed to prepare a suitable expression of sentiment by members for the minutes.

Garrison began his address by reciting imposing figures involving Texas traffic accidents. He said that every day motor vehicles kill seven people in Texas, that he had 470 state policemen and needs 1,200 to do a minimum job, that last year 125,000 people were arrested with 15,000 convictions for DWI; that since 1937, 27,000 have been killed and 800,000 injured with an economic loss of a billion dollars.

"If this were organized crime," Garrison continued, "you know



Make more sales by having *on hand* the *right* Delco-Remy switches for a wider variety of automotive applications.

Delco-Remy makes millions of switches for original equipment (ignition, lighting, accessory, glove compartment and dimmer switches, to mention only a few varieties). Millions more—equal in every respect to those made for original equipment—are made for the replacement market.


You'll make more friends . . . sell in greater volume . . . when you stock a wider variety of Delco-Remy switches.

SWITCHES UNLIMITED!

STOCK MORE
and you'll make
MORE SALES!



DELCO-REMY

A GENERAL MOTORS PRODUCT  A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE

Delco-Remy

DIVISION, GENERAL MOTORS CORPORATION
ANDERSON, INDIANA

PIONEER MANUFACTURERS OF AUTOMOTIVE ELECTRICAL EQUIPMENT

what the citizens of this state would say and do. As it is, they say, 'Oh, he's a good fellow. He just had the misfortune to be in an accident.'

"Well, we cannot evaluate the motor-vehicle inspection law in one year. If it is worked right, it can save 200 to 300 lives. We have not been getting in our office, complaints from people who say they have been chiseled. And there has been the greatest mass compliance with legislation that I have ever witnessed."

In that officer's annual address, President Wilson called for suggestions from any source, complimented Boosters for helping build association membership and said that "with the exception of three or four principal cities, we now have active local organizations."

Later, President-elect Davis called attention to realization of the principal objective of the Wilson administration—get strong—and in turn said his program would be to build up the Texas Highway Safety Council, open the service-



Fred S. Roberts has been elected president of Roberts Brothers Co., Washington, D. C., to succeed the late Herbert A. Roberts. Ray B. Roberts is vice-president and general manager. George D. Raphael is treasurer and George F. Hull is secretary of the firm.

It's Going to Town!



General "Unipak"

THE NEW SWITCH PAK THAT HOLDS 10 INDIVIDUALLY BOXED SWITCHES!

DEALERS LIKE "Unipak" because it gives them large, easy-to-read code numbers and descriptions!

SERVICE MEN LIKE "Unipak" because every General Switch it delivers is factory-packed — factory-fresh!

YOU'LL LIKE "Unipak," TOO — in red, white and blue — because it brings home the bacon!

WRITE FOR COMPLETE CATALOG.

GENERAL AUTOMOTIVE SPECIALTY CO., Inc.
450 West 31st Street, New York 1, N. Y.

IT'S LIKE MONEY IN THE BANK WHEN YOU SELL

Individual package



**BOOTHS
A925-27**

General

station market for wholesalers and enroll the minimum membership of 500 for AWOT.

A discussion of the monthly bulletin, "The AWOT News," was led by Hyman Leach and therein was decided to accept no advertising. Another discussion on the new constitution and by-laws, led by Kindel Paulk, resulted in a decision to circulate the constitution to members for criticism, with formal adoption at the next convention.

B. W. Ruark, general manager of MEWA, was invited to speak and discussed growth of motor-vehicle registration beyond all predictions. He reviewed predictions of 84 and 85 million motor vehicles by 1975 and cautioned his audience, "don't take too short a view of what the over-all possibilities are in this market."

One resolution commended Ed Stacey, manufacturers' agent of Houston and part-time association manager in early 1952, pointing out that "no one served more faithfully" and that "he gave of his time at the risk of his health." For this the association expressed its "deepest gratitude."

In part of the final session devoted exclusively to the Texas Highway Safety Council, President Al Swank of Houston reported 500 new members since a year ago. Swank requested that each member write to Gov. Allan Shivers, commending the governor and the Department of Public Safety and opposing repeal of the motor-vehicle inspection law—and get five friends to do

BUICK

FACTORY ENGINEERED

BRAKES

5 ways
better
for you



- **RIVETED LININGS**—no special equipment necessary.
- **SPECIAL THICKNESS** for replacement—up to .030" extra thick, in separate linings or complete brake shoes. Cuts squeal and chatter—increases wear.
- **TOP QUALITY**—built for Buick. Specifications you know you can trust.
- **OVERHAUL KITS**—contain all the important little parts you should replace with each job, all in one handy pack.
- **TRADE DISCOUNT and FRIENDLY HELP**—your Buick dealer will give you the regular trade discount—and all the technical advice you may want. *Go to him for all your Buick parts—you'll do better in the end!*

**BETTER
WORK
WITH**



SEE YOUR BUICK DEALER

the same. A show of hands indicated another mass compliance.

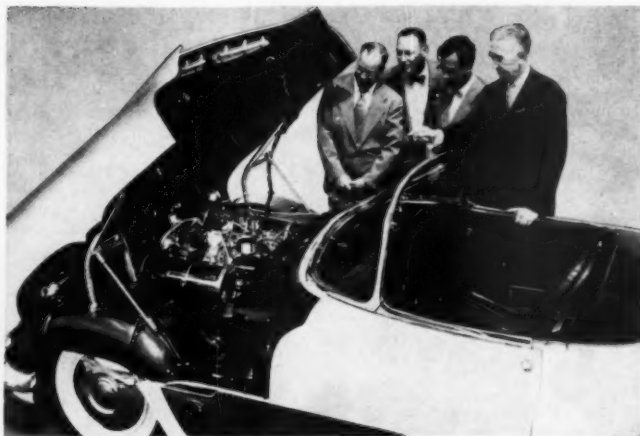
In their annual election, members of the council (who are wholesalers and factory men) chose among their officers, three new-car dealers, one of them as president.

Swank, who was highly instrumental in propelling the council to its present position and who served as president for a year and a half, stepped down to a board position in favor of Tom Abbott, car dealer of Fort Worth.

C. R. Yarborough of Snyder was reelected vice-president and Alden Davis was reelected secretary-treasurer.

Two car dealers—Raymond Pearson of Houston and L. H. Ridout of Dallas—were elected to the board of directors. Jobbers on the board are Leon Hodges of Paris, Albert Taylor of Dallas, Fred Pinkston of Lubbock, J. C. Davis of Corpus Christi and Chester Westbrook of Texarkana. Booster members of the board are Eric Hyden of Fort Worth, W. H. Hemphill and Ray C. Ricke of Dallas and Hilary Pitts of Houston.

J. C. Davis of Corpus Christi, a past president of AWOT, headed a



The power plant of Buick's XP-300 convertible gets an advance going over from three jobbers in the Flint, Mich., territory, as John C. Hines (right), general sales manager of AC Spark Plug Division, points out some of the unusual features of this "laboratory on wheels." The car will be on display at the ASI Show in Atlantic City next month.

local committee which made convention arrangements, and the Corpus Christi association sponsored a boat trip for ladies attending.

Principal general social function

was a cocktail party sponsored jointly by the two Texas Booster clubs. This was arranged by a committee from the Houston and Dallas Booster clubs.

*There's More Profit
per Job with Brolite*

**77 PRIMER
SURFACER'S**
ALL AROUND EFFICIENCY:

Smoothest Feather-Edging • Easiest Sanding
Greatest Holdout • Fastest Drying
Surest Adhesion • Maximum Filling

Only the finisher who has tried Brolite 77
can realize the **TREMENDOUS DIFFERENCE**
in working efficiency.

Brolite 77 will **NOT** settle hard, blister or
pinhole.

SOUTHERN DISTRIBUTION:

Quick deliveries to jobbers from the nearest factory:
Box 229, Laurel, Maryland and Box 246, Irving, Texas
Company representative for Mississippi, Alabama, Tennessee,
Georgia, Florida, North Carolina and South Carolina:
L. P. Creedon, 530 Mountain Way, N.E., Atlanta, Georgia

Andrew Brown Company

Brolite

**AUTOMOTIVE
FINISHES**

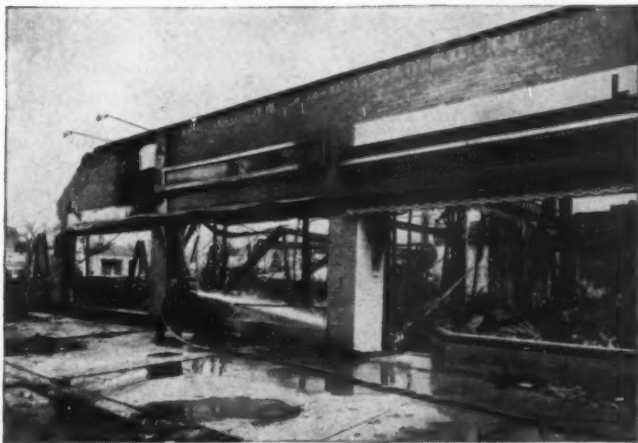
**refinishing
bulletin**

ANDREW BROWN COMPANY
Los Angeles, Calif. Seattle, Wash. Irving, Texas - Laurel, Md.

PROTECT YOUR BUSINESS FROM NEEDLESS FIRE!

INCREASED COVERAGE IS INEXPENSIVE

It pays to know what the insurable value of your building and contents is today. Fire insurance can be increased at very slight cost — a fraction of 1% of the additional coverage needed.



TWO MILLION DOLLARS WORTH OF PROPERTY "GOES UP IN SMOKE" EVERY DAY

Fifty-one thousand U.S. stores burn annually with a \$53,000,000 loss. Yet ninety percent of all fires are preventable. You can protect your place of business from needless fire.

First thought should be in terms of human lives. Every year 12,000 Americans die needlessly in fire. Can customers and employees get out of your place of business quickly? Care should be taken to see that all entrances and fire exists are unobstructed, clearly marked and lighted.

YOUR BASEMENT IS MOST VULNERABLE FIRE POINT

Forty-two percent of mercantile fires start in the basement. Be sure that rubbish is removed regularly, not just out in back, but burned or hauled away. Covered waste cans of approved type should be used, particularly for oily waste! Flammable liquids should be kept in approved safety containers.

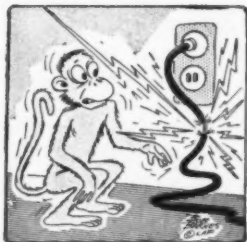
CARELESS SMOKERS

Careless smokers cause 33% (the most) of all store fires. Insist on reasonable no-smoking rules.

MISUSE OF ELECTRICITY

Misuse of electricity ranks number two in responsibility for fires. Common causes include frayed or worn cords, amateur wiring, and overloaded circuits. Have a competent electrician check wiring. Replace worn cords. Don't buy unapproved equipment. Have proper fuses.

"ARE YOU FULLY COVERED?"



Don't Monkey...

with fire! Two fires a minute is the national record but fire prevention methods have cut fires in many cities. Make every week fire prevention week!

ASK YOUR ASSOCIATION

One of the many advantages of membership in your trade association is the information readily available there. Members ask for help in identification of parts, names and addresses of manufacturers of needed equipment and supplies, information on compensation plans for salesman and other employees. Support your association and take advantage of its services.



SAFETY ENGINEER INSPECTION SERVICE

Federated Mutual employs a staff of trained fire-prevention engineers whose constant job it is to inspect property for fire hazards. Frequently their suggestions lead to a reduction in the fire insurance rate.

Questions about Insurance?

Ask Federated's QUESTION BOX

Q. Does a paid fire department have any effect on the size of the fire premiums?

A. Credit for a paid fire department is given in the rate in territory where fire hydrants are available for use.

Federated Mutual

IMPLEMENT and HARDWARE INSURANCE COMPANY ★ OWATONNA, MINNESOTA





The sponsoring jobbers lined up for this photograph when they held the mammoth "Get It from Your Jobber" program at New Orleans last month. Approximately 5,000 persons attended. Principal speaker was Walter A. Kirkpatrick of Wilkening Manufacturing Co., who has been a kingpin in the formation of this industry-wide promotion plan.

Nanfeldt Succeeds Spicer As World Bestos Head

WILLIAM J. Nanfeldt has been named general manager of World Bestos, succeeding Donald H. Spicer, who had been president since 1941. Spicer resigned to accept a position with American Bosch Co.

William F. Rogge has been appointed general sales manager and additional management functions have been assigned to Richard A. Riley, comptroller.

Maremont Names Managers

J. M. Tuohy of Chicago has been appointed district manager for Maremont Automotive Products in a territory that includes northeastern Missouri. C. S. Sharp of Hudson, Ohio, has been appointed manager in the district that covers Kentucky and West Virginia.

"Nooe Long has been added to the counter force," J. P. Hatchett, co-owner of Gibson Auto Parts, Harrodsburg, Ky., reported.



MOTIVE EQUIPMENT MANUFACTURERS, INC.

5253 W. Roosevelt Rd., Chicago, Ill.

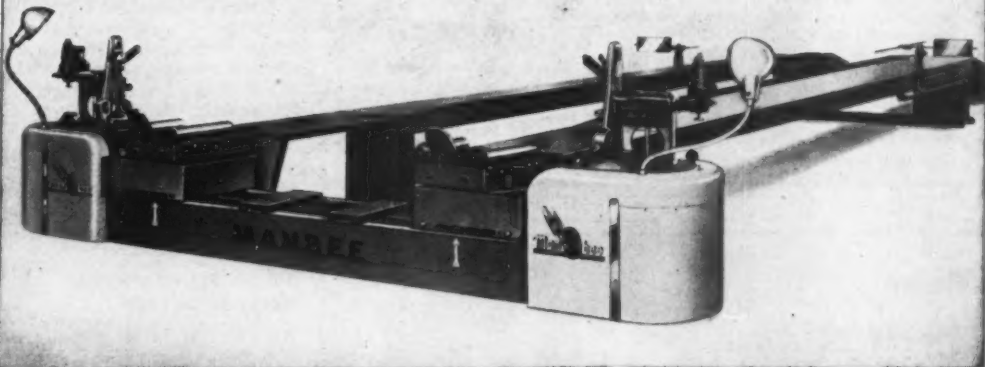
Pilot offers you a quality line of hydraulic brake cylinders, parts, repair kits and universal joints. Write for complete catalog.



Revolve the Wheels—



Show the customer
how his car runs
on the road—right
in your own shop!



The Dyn-A-Lyzer is power operated. The flick of a switch enables you to measure alignment with the wheels in the true driving position, power driven under load. No rolling—no shaking—no guesswork.

Using the simple spirit level gauges with greatly magnified scales you get direct readings corrected for wheel runout plus exact measurement of wheel runout in degrees or inches. Nothing is left to chance.

In just one operation with the scientific Tractoscopes you (1) center steering position with precision, (2) set toe to hairline accuracy, and (3) check tracking.

With the flick of a switch you can "road test" the car right on the Dyn-A-Lyzer.

With this 4-wheel alignment machine, you don't even need to square the car on the rack. You have no intricate mechanism that requires constant checking and adjusting. Operation is so simple and easy there is no reason for slighting a single check.

"Fastest, most accurate alignment machine", say users—"Twenty minutes average for complete check and correction with no comebacks."

A terrific Money Maker!

YES SIR! The Dyn-A-Lyzer does MORE than any other alignment machine—does it FASTER—does it more ACCURATELY and MAKES YOU MORE MONEY.

Let us show you HOW. Just mail the coupon.

MANBEE EQUIPMENT DIVISION
185-F5 North Wabash Ave., Chicago 1, Ill.

Send complete information about the Dyn-A-Lyzer®
☐ with drive-on rack, ☐ for pit installation,
☐ change-over for our present rack.

Name _____ Title _____

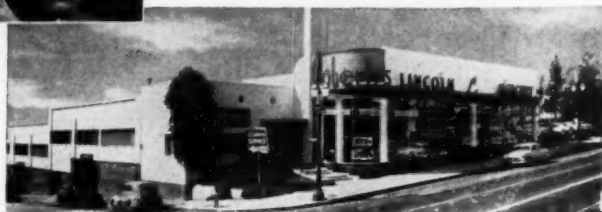
Company _____

Street _____

City _____ Zone _____ State _____



Nation's Largest LINCOLN-MERCURY DEALER USES LEE END LIFTS



J. E. Coberly, Jr., Executive Vice President of J. E. Coberly, Los Angeles, says: "Lee End Lifts help us handle more body and fender jobs at less labor costs. Our men find it easier to work in a standing position and are turning out consistently higher quality work."

With body and fender, as with all types of under-car work, Lee End Lifts speed the job, lifting either end of a car to any of 10 convenient working heights—to 53". 3000 lb. capacity. Patented automatic safety latch. Stores in 2 ft. sq. Write for data and price sheet.

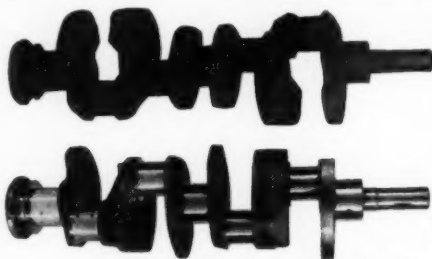
AUTOMOTIVE EQUIPMENT MFG. CO.
11000 SO. ALAMEDA ST., LYNWOOD, CALIF.



This is the all new Model 52 Lee End Lift with cantilever action. 6000 lb. truck lift—Model 52-T—also available.



Make Money on Worn Crankshafts



They come in like this
(Top photo)

And go out like this
(Bottom photo)

There is a good profit for jobbers and garages in "ARCWELL" Rebuilt Crankshafts . . . and car owners appreciate the savings and service they get.

The "ARCWELL" process rebuilds crankshafts so that they are actually better than new. Journal surfaces are harder, and the added metal is guaranteed never to flake, loosen, or part from the parent metal.

SERVICE We ship rebuilt crankshafts . . . clean, treated with rust preventive, and substantially boxed . . . within four days after receipt. Rush orders in 24 hours.

GARAGES Write for information and the name of your nearest jobber.

JOBBERS Write for the "ARCWELL" plan. We have many inquiries from garages in territories which are still open.

Standard Crankshaft & Hydraulic Co., Inc.
2917 Rozells Ferry Rd., Charlotte, N. C. Phone: 6-2374-5-3469

*Trade Name

Southeast Returns Show Big Exhibitor Interest

EARLY returns of exhibit contracts from manufacturers are exceeding all previous records, according to Atlanta headquarters for the Southeast Automotive Show, to be held in Miami, Fla., May 22-24.

Within recent weeks, manufacturers throughout the country have been sent complete information on the show, it was reported.

"It is not surprising to us that a new record in early returns is being established because our 1953 show in Miami offers the very maximum in all the essential factors pertinent to a highly successful show—modern hotel accommodations in an abundance, unlimited exhibit facilities, more sponsoring jobbers and an entirely new retailer attendance," said E. Webb Patten of Miami, show president.

Automotive jobbers in the ten Southeastern states received full information during September and within six weeks, 128 jobbers had sponsored the show, another record-breaking early response, according to show headquarters.

It is estimated that more than 300 Southeastern jobbers ultimately will be sponsors. To this figure can be added at least 150 branch stores, show headquarters reported.

Belden Manufacturing Marks 50th Year

MORE than 11,000 attended the recent open-house celebrations at the Chicago, Ill., and Richmond, Ind., plants of Belden Manufacturing Co., marking the 50th anniversary of the firm.

The company was incorporated in 1902 with a capital of \$50,000, under the direction of Joseph C. Belden. Today the firm has about 1,500 employees, President Charles S. Craigmile reported.

Pvt. Frank Turner recently spent several weeks at his home in Forest City, N. C., his father, D. C. Turner, owner of Auto Parts Co., reported. Frank Turner was with the firm for six years before going into the service. "He is now stationed in Alaska and will be glad to hear from his old friends," D. C. Turner reported.

* * *

E. H. Thompson is now store manager of Twin City Auto Parts Co., Inc., Bristol, Tenn. J. H. Cole is no longer with the firm.

Officers of Booster Club B-30 recently elected at Houston are (l. to r.): Jack Ruth, treasurer; J. R. Lawson, secretary; Sam Steed, retiring president; Frank Meek, president-elect, and Dan Pettit, first vice-president. C. F. Mackey, second vice-president, was not available when picture was made.



Wholesaler Committees Meet in Alabama

A BUSINESS conference and committee meetings of the Automotive Wholesalers Association of Alabama were held Oct. 26-27 at Birmingham in place of the regular fall meeting.

Activities of the committees on industry relations, public relations, standard forms and credit services, safety and legislation are being stressed this year by Executive Secretary Nathan M. Roberts as an important part of the association's service.

AC Appoints Willbanks For Dallas Region

JOHN J. Willbanks has been named manager of the Dallas, Texas, region of AC Spark Plug Division. He succeeds Ernest W. Wright, who resigned to enter private business.

A native Texan, Willbanks has been with the division since 1945. The Dallas region includes Texas and several other states.

Thomas F. Plant has been named manager of the new Southern region of United Motors Service. With headquarters at Memphis, the region includes territory covered by the St. Louis, Atlanta and New Orleans zones, and a Memphis zone soon to be established.



for greater safety



new economy Class "A" Turn Signals

- Lucite plastic lens by Stimsonite . . . exceeding SAE requirements.
- Non-fading red or amber signals.
- Lens locked in place by steel door.



KD 768



KD 768 DOUBLE FACE

New slim, trim double face Class "A" Turn Signal . . . minimum thickness and weight . . . attractive appearance . . . sturdy construction.



KD 767



KD 769

KD 767 SINGLE FACE

Wire through hollow bolt of this Turn Signal and KD 768 facilitates easy mounting.

KD 769 FLUSH MOUNTING

Completely enclosed housing. Minimum depth inside flange. Ruggedly built for lasting service.



KD 714F-2

KD 714F-2 FLASHING SWITCH

Built-in flasher and fuse . . . audible clicking when in operation.

Available singly or in sets. • The Complete Line also includes other Class "A" and Class "B" Turn Signals.

STIMSONITE
BONDERITE

K-D LAMP COMPANY

1910 ELM STREET

WAREHOUSES: CHICAGO • LOS ANGELES • NEW YORK

CINCINNATI 10, OHIO





U. S. AND FOREIGN PATENTS

A NEW STANDARD OF CARBURETION

With a **MONEY BACK** Guarantee

Makes **ANY** Car or Truck

A **BETTER** Car or Truck

BIG ADVANTAGES OF TURBO-CHARGER CARBURETION

- ★ Easier Starting
- ★ Increased Power
- ★ Better Performance
- ★ Faster Acceleration
- ★ Prevents Carbon
- ★ Cooler Motor
- ★ Longer Motor Life

SELL TURBO-CHARGERS

- ★ Offer the motorist the greatest aid since the invention of the gasoline engine
- ★ Make a Good Profit
- ★ Keep your Mechanics Busy
- ★ Help Mechanics Earn More
- ★ Increase your Parts & Service business
- ★ Get NEW Customers

35,000 mi Factory Unconditional Guarantee. Sold only through leading Dealers and Garages. Your Customers will do the selling for you. Thousands of Enthusiastic users.

If you are interested in making more money, Phone, Wire, or Write.

TURBO-CHARGER SALES CO.
TYLER, TEXAS



John H. Bennett, Jr. (left), has been named divisional sales manager for Wilkening Manufacturing Co. in North and South Carolina, Georgia, Florida, Alabama, eastern Kentucky and eastern Tennessee. Leslie H. Bobo (right) has been named for the division covering Mississippi, Louisiana, Texas, Arkansas, western Kentucky and western Tennessee. They succeed Don Greene, who resigned to become a wholesaler at Statesville, N. C.

N. C. Wholesaler Group Expands Organization

THE board of directors of the North Carolina Automotive Wholesalers Association invited all jobbers from that state attending the Virginias-Carolinas Automotive Wholesalers fall meeting to sit in with them at a discussion of plans for completing the NCAWA organization.

Twelve jobbers have underwritten funds for employing a full-time executive secretary. A full-time secretary will be able to get more than a sufficient number of jobbers to finance a forceful organization, said President George McFarlane, Wilmington.

VCWA Hears Truslow And Rockafellow

H. B. TRUSLOW, Richmond Auto Parts Co., Richmond, Va.; W. H. Rockafellow, The Parts Co., Columbia, S. C.; Edwin K. Neville, Neville & Co., Birmingham, Ala., and B. W. Ruark, general manager of Motor and Equipment Wholesalers Association, were the principal speakers at the fall meeting of the Virginias-Carolinas Automotive Wholesalers Association, held last month at Southern Pines, N. C.

Members also participated in a number of round-table discussions, with John F. Midyette, Standard Parts Corp., Norfolk, as chairman.

Clarence Turner has joined the counter staff of Mid-Georgia Auto Parts Co., Inc., Griffin, Ga.



LIQ-WID-SNO WHITE WALL TIRE CLEANER

LIQ-WID-SNO is Twin-T's miracle white that cleans white wall tires whiter and brighter than new... leaves no sticky residue to pick up dust or turn yellow. Available in from one to 55 gallon sizes. This and other TWIN-T automotive chemicals available through your jobber.

TWIN-T LABORATORIES

Manufacturers
GREENVILLE, S. C.

SOUTHERN REPRESENTATIVE
LAWRENCE M. HIRSIG & CO.
JACKSONVILLE 7, FLORIDA



- Speeds Service
- Avoids Waste

Quart cans may be placed in dispenser "on the run." Light pressure on handle-lever punctures can after dispenser is inserted in oil filler pipe... fast, easy, no spillage. Two cutting blades assure quick, complete drainage... no waiting, no waste. Rests without support in oil filler pipe... frees attendant for other duties, speeds service.

Clip this ad. Ask your jobber about it, or write for name of jobber in your area.

STANLEY D. BOWLES CO.
1910 S. Lamar Street • Dallas, Texas



Neil A. Moore, formerly vice-president of Federal-Mogul Corp. in charge of the service division, has been elected president of F. L. Jacobs Corp. Tom Camp has been named general manager of the service division of Federal-Mogul to succeed him.

Forest City Company Remodels Store

AUTO Parts Co., Forest City, N. C., is remodeling the inside of its store to handle future business more efficiently. Owner D. C. Turner reported. "Business is very good," he commented.

John Logan, formerly of Morgantown, N. C., has been added to the staff as parts clerk.

Shepard Heads Thermoid Sales

S. E. "Sid" Shepard has been named sales manager of the automotive replacement division of Thermoid Co. He has been in the automotive replacement business for more than 20 years and has worked with Multibestos Co., Raybestos-Manhattan, Inc., and Asbestos Manufacturing Co., a Thermoid subsidiary.

Lamp Representatives Named

Two lamp application engineers have been appointed for the Southeast by Westinghouse Lamp Division. Ned Bumgardner is now representing the line in the Winston-Salem, N. C., territory and Jack Crumley is handling the Knoxville, Tenn., territory.

Smith Represents Choldun

Ray M. Smith and Associates, 298 Howard St., S. E., Atlanta, has been appointed sales representative for Choldun Manufacturing Corp. in the Southeast.



"An Ill Wind Brought Me Good Fortune"

... says Charlie Regan

A true story—reading time: 1 minute.

"It's a tough break," Charlie's friends told him sincerely. And no wonder! His doctor had just told him to get into a business where he'd spend more time in the open air.

Charlie could have been forgiven for feeling discouraged. The ninth child in a family of ten children, he had started work as a delivery boy at 35 cents a week. To be told by the doctor after years of struggling to success that he'd have to give up and start all over again was a stunning blow.

But Charlie wasn't ready to call it quits. He knew he had a host of friends who trusted him. He decided he could serve his community in the still-expanding automobile business.

The wisdom of his choice was soon apparent. From salesman to dealer sales manager, to owner of his own dealership in five years—that's the record of recovery from the doctor's verdict which Charlie achieved by giving real service.

When Charlie presented his qualifications as a dealer to the Dodge officials, his greatest asset was the friendship and reputation he had established in his neighborhood. For years he had been active in child welfare and in career training programs in the local high schools. Dealing with people he has known most of his life, and constantly making new friends, is a distinct advantage, Charlie feels, and his friends agree.

Charlie is humble in appraising his progress. "I have thanked the doctor many times for pushing me into this business. It's wide open to anyone who wants to give his friends and neighbors full value. It's a place where extra service brings you repeat business and ample profits."



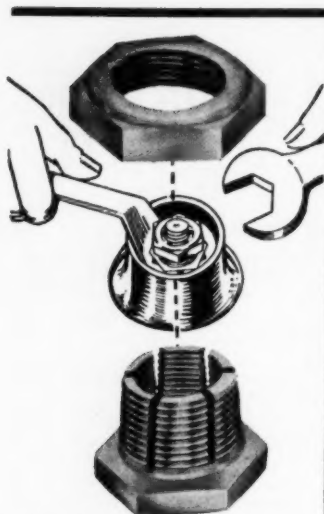
A booklet of true stories about enterprising men like Charlie Regan is yours for the asking. Write Chrysler Corporation, Highland Park 3, Mich.

Dealers in Chrysler Corporation products are selected for their integrity, their merchandising skill . . . and their capacity to serve the ever-growing customer preference for the cars and trucks that exclusively offer the superior values of Chrysler Engineering Leadership.

Chrysler Corporation

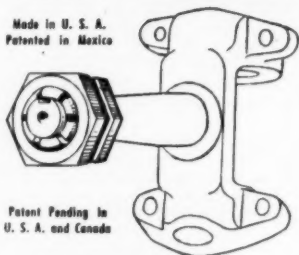
PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE "Job-Rated" TRUCKS

Fine Cars of Great Value



The NEW CLAMP-LOCK NUT

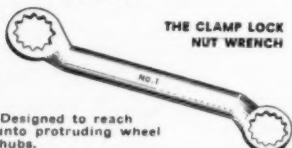
Made in U. S. A.
Patented in Mexico



Patent Pending in
U. S. A. and Canada

- More Gripping Power!
- No Key Needed!
- Every Nut Tested and Guaranteed to be a good workable nut.

The Clamp Lock Nut is far superior to any ordinary nut. Tapered threads grip the spindle like WELDED. No rethreading is necessary on old worn threads. Nuts made for autos, trucks, tractors, and all purposes.



THE CLAMP LOCK NUT WRENCH

Designed to reach into protruding wheel hubs.

Ask your Jobber, Dealer, or write to



SCHWAIGER
MANUFACTURING COMPANY

P. O. BOX 154, CULLMAN, ALABAMA

Safety Means Survival

(Continued from page 82)

We have now 76 per cent of all the motor vehicles of the world. Yet the ability of the American people to absorb the output of the automobile factories seems boundless.

To further highlight the problem, here are some more facts: Six years ago our vehicles were operated 340,000,000,000 miles a year; four years later, 460,000,000,000, and today, 500,000,000,000. And the experts expect 700,000,000,000 by 1960. That's doubled mileage in less than 14 years.

We have more than 65,000,000 licensed drivers in a population of 155,000,000,000.

Coupled with all of this data about population increases, growth of car and truck ownership and highway usage is the tremendously disturbing fact that highway construction and modernization has been pitifully inadequate.

Road Expenditures Drop

In terms of the value of the 1941 dollar, annual highway expenditures for 1939-41 averaged \$2,500,000,000 per year. The same expenditures for 1949-51, ten years later, were only \$2,300,000,000 per year, measured in the same kind of dollars.

Enough of the statistics for a moment.

What can we do, as private citizens, to improve traffic conditions—beyond our obvious obligations to drive properly?

There is great deal that we can do. And we don't have to become traffic experts—or to pretend to be experts—in order to do it. The problem is not so much what to do as how to get it done. Authorities have blueprinted sound programs of action, but their programs are not being properly applied.

Our job is to see that they are. We must urge and support the legislation, the appropriations and the policies that will translate sound plans into sound performance.

Such groups as automobile dealer associations have demonstrated well what public-spirited citizens can do about the situation. Dealers throughout the nation, as a matter of fact, have been in the forefront of the safety movement in recent years.

The best evidence is their great contribution to high-school driver education by the loan of training cars. During the last school year,

more than 6,000 cars, with a value of \$12,000,000 were provided for this purpose.

We must extend our efforts

MEET THE Profit Trio!



White Boy

WHITE TIRE CLEANER

The perfect white tire cleaner. Use with under-fender or special white tire cleaning brush.

Black Boy



BLACK TIRE PAINT

Mix 1 part paint to 8 parts white gasoline. Apply with brush, swab or spray.



Wash Boy

A real time saver . . . and harmless to auto finish. Fast . . . no chemicals are required!

All our products are made of the finest ingredients . . . and are unconditionally guaranteed. Write for special prices.

SOLELY BY
Manufacturers WAREHOUSE

FAST-CHARGE both 6 and 12 volt batteries with **MARQUETTE** **6-12** **BATTERY CHARGER**

Marquette Manufacturing Co., Inc.
307 E. Hennepin Ave., Minneapolis 14, Minn.

beyond safety alone, vital as that objective is. It is equally important that everyone get in the campaign for highway modernization and improvement.

Highway improvement is a big, complex operation but the basic answer is quite clear: We must invest more money in highways and we must see to it that the money is spent wisely.

One way to increase our investment is to stop the use of highway tax revenues for other purposes.

In stressing the need for local action, I do not want to give the impression that automobile and truck manufacturers and others who view the highway problem nationally are "passing the buck." We are wholeheartedly in the fight for better roads on three major fronts.

First, we are extending constructive support to public officials through the programs of the Automotive Safety Foundation and the National Highway Users Conference.

Distributing Road Information

Secondly, we are carrying on national public information programs to help the public reach its decisions on highway policy issues.

Thirdly, we are providing state and local automobile dealer groups with information and project material, through the Inter-Industry Highway Safety Committee and the National Automobile Dealers Association.

This work must be pushed forward rapidly because a big opportunity for effective action will come early in 1953, when the legislatures of 44 states will meet. If much is to be accomplished in the next two years, it must start with legislative action next winter and spring.

And if there is to be sound legislative action, the public must start soon to express its wishes in a loud, clear and compelling manner.

Those of us who are already actively interested should make our voices heard, individually and collectively. We should also stimulate other citizens to make their voices heard. Get the highway story across to all the people. Tell them what needs doing and how they can help get it done.

At the same time, I don't want to over-simplify this job. The highway problem is big and complex. It involves huge sums of public money. It has provoked sharp disputes on several issues. And it affects the welfare of every citizen.

Because of this, I want to suggest two things that I believe are extremely important for those in the automotive business to do:

First, familiarize yourselves with highway needs of your state and communities. Talk to your highway officials. Get in touch with other interested individuals and organizations. Study reports of highway surveys.

Secondly, adopt a thoroughly constructive attitude. Mere criticism will neither get results nor promote sound relations with public officials.

The motor vehicle has contributed importantly to the progress of our country. But cars and trucks alone don't make the highway transportation system we need.

There must also be adequate highways.

Ford Advances Floridian

Mac M. Mruz, former business management manager at Jacksonville, Fla., for Ford Division, has been named Southeastern regional business management manager.

Yes sir!
Every **GROVER** unit
is a **WINNER**



Not only is the GROVER line of lubrication equipment one of the most popular lines a Jobber can offer but, because GROVER units present new ideas in oil merchandising and provide many exclusive features that make for efficiency, insures savings in time and operating costs, Service Men really go for GROVER. No finer equipment can be had regardless of cost.

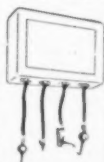
**PROVEN
BY OVER
25 YEARS
DEPENDABLE
PERFORMANCE**

TWO OUTSTANDING GROVER UNITS



Model 835 - Dimensions 36" high to tray, 52" overall, 20 1/2" wide, 24 1/2" long.

MODEL 835 - LUBRICATOR, the newest addition to the GROVER line, has been creating a sensation at automotive shows. Unequalled for the small service department or as an auxiliary unit in a large department. Offers everything for complete service in a single, all steel, white enameled cabinet no larger than a tool stand. Mounted on heavy duty swivel casters. Contains automatic chassis and gear oil pumps, long hoses which stow in cabinet, three hand guns and container for tools and accessories. 35 lb. pails easily removed.

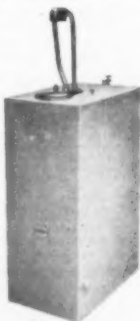


Overhead Reel Units. Built as single or multiple reel batteries. Can be combined as matching units.



Portable High Pressure Chassis Lubricator. Fully automatic. Air operated. Handles quarter drums.

THE HI-BOY MODEL 60A is one of the most popular GROVER units. This piece of up-to-date equipment is impressive in appearance and outstanding in performance. Start and stop push button control provides full automatic operation. Dispenses a gallon in 15 seconds.



Model 60A (60 gal. capacity) Dimensions 16x20x40.

Ask your Dealer or write for literature.

GROVER SMITH MFG. CORP.

PHONE: CU 3-1744
550 E. VALLEY BOULEVARD
SAN GABRIEL, CALIFORNIA

News Briefs

(Continued from page 91)

1. Improve legislation.
2. Improve dealer-factory relations.

Other speakers included Capt. A. S. Windham, administrative assistant of the State Highway Safety Patrol; Director George Saucier of the State Responsibility Bureau of the patrol; Beverly Briscoe of Dees Chevrolet Co., Biloxi, who spoke on automobile insurance; Jack Lee of Lee-Gray Chevrolet Co., Forest, whose subject was selling trucks; Bagby Hall of Bagby Hall Motor Co., Jackson, whose topic was service; Kelly Hobbs of Hobbs Auto Co., Meridian, who dealt with selling new and used cars, and L. B. Lary, business manager, Hull-Dobbs Co., Memphis, Tenn.

Lary said that in his opinion night service would not pay off in a town of less than 50,000 population, while Hull-Dobbs' Memphis operation has been staying open all night for a long time. He pointed out that a new night service could benefit for a time from trucks which were not available in day time.



Victor M. Box, Ford dealer of Corinth, left, accepts congratulations on his election to the presidency of the Mississippi Automobile Dealers Association from Manager George Lemon Sugg while Vice-President C. H. Hawkins of Kosciusko looks on. Other officers named were: C. G. Henderson and A. B. Martin, Laurel, vice-presidents, and W. L. Breed of Louisville, secretary-treasurer.

"Some dealers say you can't have financial statements early," he said. Then he cited the far-flung Hull-Dobbs dealerships and said that by

the 6th of every month 33 of the 36 dealership reports were in Memphis—and those 36 include operations in Puerto Rico and Hawaii.

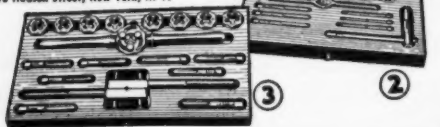
RIMAC HEXSET TAPS & DIES

ENABLE YOU TO RETHREAD IN CLOSE QUARTERS FASTER

THESE three neat, compact RIMAC Hexsets are the answer to every mechanic's prayer. Ideal for those difficult rethreading operations in close cramped quarters and for cutting new threads.

- 1—Rimac No. 77 Hexset—11 one-inch Hex dies, 11 taps $\frac{1}{8}$ " to $\frac{1}{2}$ " NC and NF, also $\frac{1}{8}$ " pipe thread, 9" Hex Die stock, with guides for starting new threads. 7 Handle Tap Wrench.
- 2—Rimac No. 78 Hexset—Set includes sliding T handle tap wrench; 6" Hex die stock; and six taps and dies. All dies have $\frac{1}{8}$ " hex outside diameter.
- 3—Rimac No. 79 Hexset—Contains 8 taps and 8 hex dies— $\frac{1}{8}$ ", $\frac{9}{16}$ ", $\frac{1}{2}$ " & $\frac{5}{8}$ " in both coarse and fine thread. Dies are $1\frac{1}{16}$ " outside diameter; 14" Hex die stock with guides for starting new threads. 10" tap and ratchet wrench.

Write for catalog today on the complete Rimac Line.
RIMAC-McILWAINE, INC.
16 Hudson Street, New York, N. Y.



NO MORE CARBON SCRAPING



Nothing
Decarbonizes
and Cleans
CARBURETORS,
FUEL PUMPS,
PARTS
Like...

U. S. PAT. #2318842
GUNK DUNK BENCH Carburetor and Parts Cleaning Kit New $\frac{4}{5}$ gal. size deep "Vapor-catcher" design pail.

A WORD OF CAUTION

If it doesn't bear the Genuine GUNK trademark, it may be a partly diluted imitation — and will not give you the Safety and Advantages of Genuine GUNK and should be flatly refused.

New — Improved —
More Potent*

GUNK HYDRO-SEAL

1. Faster . . . Terrific penetration . . . new improved odor.
2. Quickly digests and removes carbon gum, paint, lead, makes possible accurate visual inspection and fitting of delicate metering mechanisms, jets orifices, and diesel nozzles . . . without etching.
3. Lasts more than one year . . . due to water blanket.
4. Works hot or cold . . . Rinses wet or dry.
5. Patented Double Barrel Performance Guaranteed.

SOLD BY BETTER JOBBERS EVERYWHERE
Write for Name of Nearest Stocking Jobber
— Flatly Refuse Substitute Imitations —

IMMEDIATE DELIVERY
1 GALLON OR A
TANK CAR

CURRAN CORP.
Mfg. Chemists
(LAWRENCE, MASS.)

Time takes her toll in death or retirement, so it's unusual to find all but one of the ten past presidents of the Mississippi Automobile Dealers Association in this photo made afloat during the 11th annual convention at Biloxi last month. They are (l. to r.): Front row, Ransom Cross of Meridian, A. J. Whitehead of Jackson, Tom Garrott, Jr., of Tunica, and L. Flowers Hamrick of Greenwood; back row, J. J. Harry of Gulfport, S. E. Kossman of Cleveland, Richard S. Lincoln of Meridian, Wayne Williams of Greenwood and J. D. Wise of Hazlehurst. Past President W. C. "Bill" Reed of Jackson, retired, arrived too late for the photograph.



Additional speakers were William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL, who cited signs that he said indicated the long-anticipated battle for production supremacy by Ford against Chevrolet would get underway in '53, and Managing Director John O. Hofbauer of the Louisiana Automobile Dealers Association, who recommended:

"Practice good human relations inside your organization. Have some place to handle employee grievances just as you have a plan for handling customer complaints."

The banquet speaker was Dr. Roe Bartle of Kansas City, Mo.

Rollins Succeeds Welch In West Virginia

CARLTON E. Welch has resigned as general manager of the Automobile Dealers Association of West Virginia and Larry Rollins has been named by the directors to succeed him.

In a letter to President A. D. Wolfe and members of the association, Welch said: "I should like to state, and without qualification, that I have the highest personal regard for the association, all officers, directors and members of the association, and sincerely hope that all will understand my desire to take advantage of an opportunity that offers much as a starter and has even greater potentialities for the future.

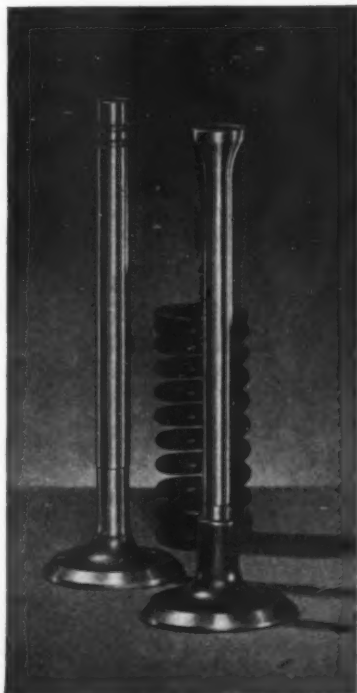
"I certainly want it clearly understood that I shall always be ready to assist the association in any way possible, if called upon to do so."

Rollins took over as general manager of the association on November 1, Welch announced.

- *Proved performance*
- *Tested quality*

MANLEY *Airchrome* VALVES

VALVE SPRINGS and GUIDES



EVERY Manley Airchrome Valve is correct in design, alloy and tolerance. They slip into place without extra grinding and set records for long mileage and top performance in tough replacement service. They make friends for you — good friends that come back. Install Manley Airchrome Valves, Valve Springs and Guides. Manley Valve Corporation, Philadelphia 30, Penna. District Sales Representatives: Lawrence M. Hirsig & Co., Jacksonville, Fla.; J. S. Connell Co., Dallas, Texas.

Good Human Relations Cited As Something You Must Feel

By JOHN O. HOFBAUER*

Manager-Director, Louisiana Automobile Dealers Association

CAR dealers are now being bombarded by letters, booklets, literature and programs from many sources to make them public-relations conscious—as though they were not!

This barrage of ideas that is being thrown at them is having the effect of making many dealers believe that the attainment of good human relations will be a very difficult and costly goal to achieve. This approach to the dealer is having

the effect, in many cases, of causing the dealer to back away from the effort.

This end result, in my opinion, is caused by the headstrong idea held by persons in sales and advertising offices that if a man is bombarded by the written suggestions to act in a certain way, that person will act as told.

I think such programs overlook entirely a great fundamental premise, namely, that to act intelligently a man must not alone understand how he is to act but he must himself—and here is the heart of the subject—have that *good feeling* that he is doing *good for somebody else*. He must leave himself out of the picture entirely—be selfless, unselfish.

Did you ever experience that great selfless feeling at Christmas-



Mr. Hofbauer

time that came with the knowledge that the dollar or quarter you dropped into the charity box would help to make someone happy? If you have, you understand what I mean when I say you *must feel* how to act toward the other fellow. . . .

I contend that car dealers are being shown how to get the public to believe good about a dealer, but I've seen very little said about how to keep good human relations after you've got it. . . .

Before I go further, let me say

*The author was a Cadillac or Ford dealer in New York for 22 years before moving south to retire several years ago. He has been managing the Louisiana association for the last few years.

Trouble-Free QUALITY Valve Refacer



If it's made by Lee
it's a "Knock-Out"

MODEL K 403



SEE YOUR
AUTHORIZED
K. O. LEE
DISTRIBUTOR
OR WRITE
FOR
COMPLETE
LITERATURE

K. O. LEE COMPANY, ABERDEEN, SOUTH DAKOTA
WET VALVE REFACERS • VALVE SEAT GRINDER SETS • STUD WRENCHES
VALVE SEAT INSERTS • RESEATER SETS • ELECTRIC DRILLS • SANDERS
ROD ALIGNERS • POLISHERS • HAND GRINDER SETS • REAMER DRIVES

SPEEDY
electric chamois roller
gives you
**DRY CHAMOIS
INSTANTLY!**

Electric-powered
deluxe model

By having all the dry chamois you need, when you need it, you'll save time and cut labor costs on every job.

Speedy has good looks and efficiency

SPEEDY DE LUXE SPECIFICATIONS

- Power: G-E 1/3 h.p. 110 volt A.C. motor
- Power transmission: V-type belts
- Controls: Foot operated switch
- Rolls: Adjustable tension, special rubber 2" by 12"

A hand-driven standard model is also available.

BUY THROUGH YOUR JOBBER

SPEEDY

MANUFACTURING & SALES CO., INC.

523 N. Bivins St., PH. 4-1687 Amarillo, Texas

These officials of Nash Motors Atlanta zone recently visited the new, modernistic owner-driveaway building at the Kenosha, Wis., plant. They are (l. to r.): J. W. Watson, eastern sales manager; T. F. Elliott, Atlanta zone assistant manager; A. L. Christian, zone manager; Walter Tobias, superintendent of the plant, and F. G. Sease, a former South Carolinian who is assistant general sales manager. The plant visit was one feature of a sales conference.



that unless you first start that good human-relations program within your own organization, you might as well forget the whole thing. Why? Because your people are the mirror in which your customers see the man you actually are. . . .

So, you start with your own people. How? By practicing the Golden Rule. . . . I do know that if you do this, and instruct your executives to practice it with your customers, and, in addition, always give them the benefit of a doubt, in full measure running over, you'll never have to worry about good public relations. . . .

Don't expect that you can go back to your place and call your people together and say: "Folks, from now on we're operating on a good human-relations basis," and then go outside to see if a large halo hovers over your place.

Racing News

Linder Sets Record

Dick Linder of Pittsburgh, Pa., a top driver in the Sportsmen Division of NASCAR, has scored an all-time record by finishing first in 47 feature races this year. During one winning streak, he came in first seven times and second once in eight races.

Tolan Tops Midgets

Johnny Tolán, veteran driver from Denver, Colo., has been declared the 1952 AAA national midget champion. Vic Carter of Lima, Ohio, is second to Tolán and Cal Niday of Inglewood, Calif., took third place.



THE *Anthes* LINE

No. 1422
Double-Face

RED

AMBER

DO YOURSELF A GOOD TURN!

Equip with Anthes TRUK-TURN signals
Class A — Type I

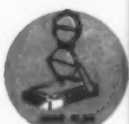
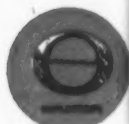
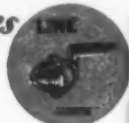
You can get the new Anthes TRUK-TURN signals singly or in a variety of set combinations (with manual or self-cancelling switch)—to suit all needs. Like all Anthes Safety Products, these signals are designed and made to deliver dependable Anthes Service for a long time. Brilliant day and night lenses distribute the power of a single bulb—without reflectors. A neat, compact unit. Write for helpful buying information. Anthes Force Oilier Co., Fort Madison, Iowa.



No. 1423
Flush



No. 1421
Single Face



Anthes

THE FIRST LINE OF SAFETY

... and proud to serve the safest
drivers on the road!



SpeedWay SpeedTools

Far advanced in design and construction and produced by modern manufacturing methods, SpeedTools are lighter and handier, still stronger and more powerful than more cumbersome and more costly tools of ordinary design and construction.



\$29.95

No. 1000 SpeedSaw

High torque $\frac{1}{4}$ H.P. Universal Motor. Cast aluminum body with steel base plate and adjustable rip fence. Safety automatic-stop switch. 5" combination blade with self-closing guard. Adjustment to cut all angles to 45° or any depth to $1\frac{1}{2}$ ".



\$34.50

No. 150 SpeedSander

Sands, Smooths, Polishes, Buffs. $\frac{1}{8}$ " orbital motion. 3450 r.p.m. direct connected, air-cooled induction motor. Sealed ball bearings. Cast aluminum body, steel platen with neoprene pad. Uses any sheet or "wet" abrasive — three $4\frac{1}{2}$ " x $6\frac{1}{2}$ " covers from each standard 9" x 11" sheet.



No. 150-K SpeedSander Kit

No. 150 SpeedSander in fitted steel case with 18 abrasive covers (3 grits) 2 felts for wet polishing, heavy sponge neoprene contour pad for curved surfaces, steel surfacing plate, wool polishing bonnet, and Instruction Manual.

\$49.50



SpeedDrills

No. 200-J

$\frac{1}{4}$ " capacity (in steel) light, handy, fast (1500 r.p.m. under full load). Die cast aluminum body, geared chuck. Trigger Switch, 3 wire cord.



\$19.50



No. 400

$\frac{1}{2}$ " capacity, $\frac{1}{2}$ H.P. Universal motor delivers 365 watts (most powerful standard drill) at the geared chuck

Also, choice of drill kits with drill; bench stand; grinding; wire brush and felt buffing wheels; etc., etc. average over 20 pieces each, that do innumerable household tasks.

\$39.50



\$32.50

No. 128 $\frac{1}{4}$ H.P. Portable Bench grinder. Aluminum housing. $\frac{1}{2}$ " x 6" wheels. Adjustable rests with formed in angle guides for proper sharpening of drills, chisels, planes etc. Plastic eye shields, rubber feet, built-in switch and 3 wire cord.

SpeedWay MANUFACTURING CO.
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"The Quality Line"

A TYPE and SIZE for EVERY APPLICATION
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KOKOMO, INDIANA, U.S.A.



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VALVE PACKING



STOP THIS with this

You can be positive when you use Perfect Valve Packing, that they will deliver top-notch performance, everytime.

The famous Perfect Valve Packings were developed through years of laboratory and road testing. The graphite seal

that is built into these packings makes it impossible for oil to pass through a worn intake valve guide.

Perfect Valve Packing outsells all other brands of packing combined by a tremendous margin. Don't accept a substitute... insist on PERFECT.

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| • A FEW OTHER PERFECT PRODUCTS | • Expansion Plugs |
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Ask your jobber for Perfect Valve Packings today, or write us.

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PERFECT PARTS, INC.

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There is a "Perfect" Packing for every car, from an Austin to a Mack.



Construction such as that shown here is helping to save time and possible tragedy for motorists today. This cloverleaf intersection is on Nos. 49, 51 and 80 south of Jackson, Miss. More of them—and other modern highway features—are needed throughout all parts of the nation.

Dallas Council May Soon Stop Police Check of Car Salesmen

A CITY ordinance requiring Dallas, Texas, automobile salesmen to be checked by the Police Department may not be on the books much longer, according to Councilman L. H. Ridout, Jr., himself an automobile dealer, who has strongly criticized the ordinance for putting a stigma on car salesmen by singling them out.

The discussion arose when J. R. Todd, an ex-convict, applied for a salesman's license. Granting the license was protested by the Dallas Used Car Dealers Association in a letter which was sent to Mayor J. B. Adoue, Jr.

The ordinance was passed originally at the request of automobile dealers to prevent persons with criminal backgrounds from infiltrating the business, admittedly susceptible to fraudulent practices. Its purpose was to screen out "fly-by-night" operators and to prevent any automobile theft ring from operating under the guise of used-car dealers.

Applicants for salesmen's licenses now are fingerprinted and checked by the police. They must be approved or disapproved by the chief of police and passed on to the city manager, who makes a recommendation to the councilmen. Councilmen must finally approve the license.

"I don't think it fair that the police have to check on automobile salesmen when they don't check on shoe salesmen, shirt salesmen or what have you," Ridout commented when asked for his opinion.

He agreed that the used-car business was susceptible to fraud but claimed that the ordinance was unfair. "It has served its purpose," he told the local press.

Stands Alone —Has no Equal



The original liquid metallic preparation for repairing cracked engine blocks, cylinders and valve ports.

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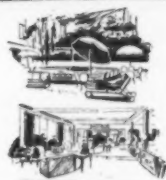
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Historic, Romantic
San Antonio



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HOTEL MENGER



The magnificent Menger will make your stay in San Antonio delightful. Supper dancing nightly in the enchanting Latin Quarter . . . leisure hours in the charming Sun Patio . . . superb foods in the Colonial Dining Room and Carillon Coffee Room . . . exceptional air conditioned guest rooms and suites. Private parking lot with lobby entrance. See Texas' most interesting city and stay at the Menger, a Texas institution since 1839. On Alamo Plaza, next to the Alamo.



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HOTEL CLAYPOOL . . . Indianapolis

LOUISIANA
JUNG HOTEL . . . New Orleans
HOTEL DESOTO . . . New Orleans

NEBRASKA
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NEW MEXICO
HOTEL CIOVIS . . . Clovis

SOUTH CAROLINA
HOTEL WADE HAMPTON . . . Columbia

TEXAS
HOTEL STEPHEN F. AUSTIN . . . Austin
HOTEL EDSON . . . Beaumont
HOTEL BROWNWOOD . . . Brownwood
HOTEL BAKER . . . Dallas
HOTEL TRAVIS . . . Dallas
HOTEL CORLIE . . . Galveston
HOTEL BUCCANEER . . . Galveston
HOTEL GALVEZ . . . Galveston
HOTEL JEAN LAFITTE . . . Galveston
CORONADO COURTS . . . Galveston
NIRAMAR COURT . . . Galveston
HOTEL PLAZA . . . Laredo
HOTEL LUBBOCK . . . Lubbock
HOTEL FAULS . . . Marlin
HOTEL CACTUS . . . San Angelo
HOTEL MENER . . . San Antonio
ANGELES COURTS . . . San Antonio

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HOTEL MOUNTAIN LAKE . . . Mountain Lake
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NATIONAL HOTELS**

Value of Service Department Stressed at Florida Meeting

THE importance of the service department and how it ties in with other phases of the automotive business were emphasized by three of the principal speakers at the convention of the Florida Automobile Dealers Association, held at Miami Beach Oct. 19-21.

Pointing to the increasing high-

way death toll, M. R. "Bud" Darlington, managing director of the Inter-Industry Highway Safety Committee, said surveys have shown one out of three cars to be unsafe for operation.

Darlington urged the selling of safety by service managers through stressing repairs that can help to

prevent crashes. He also called for increased loaning to schools of automobiles to be used in student driving courses. He advocated similar classes for adults, using qualified instructors.

"The greatest desire of every man is to live at least one more day and to come back from an automobile trip safe and sound," said H. Wayman Parker, Jacksonville district sales manager for Sharp & Dohme. "Yet I never have heard a salesman stress the safety features of the car he has tried to sell me. He talks of speed, new colors, new comfort and the like—but never a word about the strong construction that may save my life.

"You men are overlooking a point when you do not sell safety, both on the front floor and in the service department."

"More cars are sold in the service department than on the floor," said Bob Bale, Bob Bale Institute of Personal Development, Phoenix, Ariz. "A smart service manager will point out worn parts and defects that he notices from a critical examination. He can tell of the danger that results and point out how much better the new models are. If I had only one good salesman, I would make him my service manager.

"Never discuss a trade-in until you first have sold the prospect on a car. When he is sold, the amount of the trade-in is of small consideration.



Pat. No.
2230250



*Bay-Lift Saves
and Pays
in Many Ways*



Many service station men, such as George M. Wilkins, who operates one of the leading Shell stations in Glendale, California, realize the advantages which the profit building economy of Bay-Lift insures by its time-saving economy. Says Mr. Wilkins... "It's one of the most valuable units I've ever seen around a station. As an auxiliary unit, Bay-Lift can't be beat. There's no waiting for the big hoist and many jobs can be accomplished on various parts of the lot in a few minutes."

EASY TO USE AND SAFE

Moved easily as a jack. Used in or out-of-doors by simply attaching to air hose. Lifts either end of car with safety. Load is supported by two sets of lifting arms, anchored at 4 points. Maximum load is raised to any height with steady action, minimizing stress and strain. Equipped with automatic safety lock. Weight of suspended load, distributed equally over bottom frame, eliminates possibility of tipping or falling "off balance".

Write Today for Full Information

BAY LIFT

PORTABLE-PNEUMATIC

See The
BAY-LIFT
DEMONSTRATION
BOOTHS A 704-706-708
at the A.S.I. Show
Dec. 10-13
Atlantic City



BAY LIFT MANUFACTURING COMPANY
BOX 378 - TORRANCE, CALIFORNIA

"Sax" Lloyd Becomes TV's Newest Star

As a tribute to the "Get-Out-the-Vote" campaign conducted by new-car dealers throughout the country, J. Saxton Lloyd, Daytona Beach, Fla., president of the National Automobile Dealers Association, was asked to appear as a featured guest on Ed Sullivan's "Toast of the Town" television program Nov. 2. Estimated audience for the program is over 15,000,000.

"This will be my TV debut and I hope I'll get along all right," "Sax" told editors of SAJ. Anyone who knows him had no doubt he would acquit himself admirably—as he did.



Officers and directors of the Florida Automobile Dealers Association include (l. to r.): First row, Latham Davis, Jr., Gainesville; President E. R. Elkes, Tampa; J. Saxton Lloyd, Daytona Beach, president of NADA; Stanley Peeler, Jupiter, immediate past president; Ed Lee, Pensacola, first vice-president; John F. Zeder, Miami, secretary-treasurer; George W. King, Fort Lauderdale, vice-president; second row, Marion G. Nelson, Panama City; W. J. Steed, Orlando, FADA general counsel; E. H. Cochrane, West Palm Beach; Emmett Gardner, St. Augustine, vice-president; General Manager Walter C. Mallory; C. C. Harrison, Marianna; J. O. Bradford, Daytona Beach; George W. Estaver, Homestead; C. B. Tutan, Miami; H. L. Butler, Leesburg; J. H. Whitfield, Lake Wales; Charles S. Brookings, Gainesville, past president; William Catlin, Jacksonville; W. J. Grant, St. Petersburg, vice-president; third row, Newman C. Brackin, Crestview, vice-president; A. J. Rountree, Lake City, vice-president; W. P. Turnipseed, Ocala; Harold C. Case, Fort Myers; James L. Ferman, Tampa; Wiley Grantham, Live Oak, and W. Theo. Proctor, Tallahassee. Not shown are B. Elliott, Pahokee; J. W. Sneed, Fort Pierce; Walter A. McRae, Jacksonville; A. P. Clark, Orlando, and Leo J. Adeeb, Miami Beach, vice-president, and Horace Jones, Lakeland.

"Customers are a sneaky lot. They try to beat you down by telling you the man around the corner has offered \$50 more on a trade-in. Maybe he has, but you are not running his business and do not have to foot his losses."

Unless more suitable agreements can be worked out for manufacturer-dealer contracts, the possibility of federal control of the industry was seen by J. Saxton Lloyd, president of NADA National Dealers Association.

Lloyd predicted increased production, with a possible 1953 output of 5,000,000 vehicles and a probable end to material controls late next year.

Other speakers included: J. Eustice Wolfington of Philadelphia,

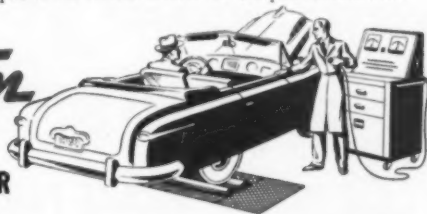
NOW... SERVICE PROFITS

OPERATOR TRAINING DOES IT!



Your dynamometer operator can now become an expert... by attending the Clayton Dynamometer Operator Training School for one week. An intensive 5-day course covers every phase of dynamometer operation... trouble-shooting, tune-up, inspection and performance checking... guarantees profitable operation. A class starts the second Monday of each month at the Detroit school, located at 4620 Oakman Blvd., near Chicago Blvd. Another class starts the third Monday of each month at the Clayton factory in El Monte, Calif. Courses at both schools are identical... streamlined to teach proved dynamometer techniques selected from the best of hundreds of successful operations. Enroll your operator or service manager and insure greater service profits. Mail the coupon to the nearest address for complete information.

Clayton CHASSIS DYNAMOMETER



CLAYTON MANUFACTURING CO. (USE NEAREST ADDRESS) SAJ-II
4620 Oakman Blvd., Detroit 4, Mich., or Box 530, El Monte, Calif.

Send complete information on Dynamometer Operator Course at school checked. Also send new book on dynamometer operation.

DETROIT SCHOOL () EL MONTE SCHOOL ()

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Belden

Automotive WIRE

YOU SELL
QUALITY
WITH LARGER PROFITS...

...WHEN YOU SELL
THE COMPLETE
SUPCO LINE

BRAKE PARTS

MASTER CYLINDERS



WHEEL CYLINDERS



Supco Hydraulic
Brake Fluid "11"
Exceeds S. A. E.
Specifications
for Moderate
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BRAKE FLUID

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SEE US AT THE
A.S.I. SHOW
BOOTH No.
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Ask your jobber for Supco Quality Line or write for our complete catalog and price sheets.

SUPCO PRODUCTS CORP.

Amityville, L. I.

POWERFUL AUTOMOTIVE VACUUM CLEANER

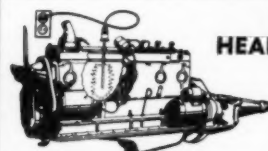
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LOW, low price

Service stations build trade; auto dealers raise car values with fast, portable Pullman Auto Vacuums. Powerful universal motor, lifetime-lubricated bearings, electro-welded steel container holds 1½ bushels of dirt or litter, red baked enamel finish, plug-in casters, 35' cord, 10' hose, 5" upholstery tool and 27" crevice tool complete only \$164.45 less trade discount. Flexible accordion hose not damaged if run over, stretches from 6' to over 14', \$5.50 extra. Send for name of nearest dealer.

Jobber inquiries invited.

Pullman

PULLMAN SALES CORP.
MFR: BOSTON 19, MASS.



**FREEMAN
HEADBOLT ENGINE
HEATER**

for
**CARS, TRUCKS
and TRACTORS**

Freeman Headbolt Engine Heater

**INSTANT STARTS and ENGINE PROTECTION
IN COLD WEATHER**

A 650 Watt Heating Element Preheats the Engine for Quick, Easy Starts in Cold Weather

WRITE FOR DETAILS

DELTA MFG. CO., CLARKSDALE, MISS.



ACCURATE WHEEL WEIGHT

THE BEST in engineering design, finest materials and years of manufacturing know-how are combined to give you the truly ACCURATE weight.

NO SLIP—NO FLEX—After a few jars and scrapes against curbs ordinary wheel weights flex and slip on the rim . . . not with ACCURATE. Accurate weights are specially designed to eliminate this by a special setting of the clip. GET THE FACTS about the ACCURATE line which also includes castor shims, flat spacer rings and the new contour spacer rings for coil spring knee action.

SOLD ONLY THRU JOBBERS

ACCURATE WEIGHT MANUFACTURING COMPANY

P. O. Box 1043

AMERICUS, GA.

former chairman of the NADA public relations committee; Ray Chamberlain, NADA convention and exhibition manager; Dr. William Hamilton Alexander, pastor of the Oklahoma City First Christian Church, Oklahoma City, Okla., and Dan McCarty, Democratic nominee for the Florida governorship.

More than 450 registered for the sessions at Sans Souci Hotel.



FRE-EZE
THE KING OF ALL
FREEING AGENTS!

You're sure of satisfied customers with Fre-eze! It's non-combustible, non-injurious to metals, alloys, paints, fabrics, etc. Works quickly, economically! For more of these . . . \$. . . Fre-eze!

- * FREES RINGS AND VALVES
- * ADDS POWER AND P-E-P
- * REDUCES CARBON DEPOSITS
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- * PENETRATES . . . FREES RUST

SEE YOUR JOBBER OR WRITE

FRE-EZE CHEMICAL CORP.

1019 VIRGINIA AVE. N.E.
ATLANTA, GEORGIA

YOU SCORE, I'LL STOP!
I'VE GOT
**SOUTHERN
FIBER BLOCK**

SOUTHERN
FRICTION MATERIALS CO. - CHARLOTTE, N.C.

Growing Truck Market Predicted by Texan

"IN THE next ten years there will be an even greater truck market than there has been in the past," C. B. Smith, a dealer of Austin, Texas, told the Texas Automotive Dealers Association during a panel discussion at the annual convention last month.

In discussing truck sales as a highly profitable activity for dealers, he urged them to vigorously merchandise trucks and commercial cars, but said a dealer's success in this field depends primarily upon his attitude.

"If a dealer doesn't like trucks, he won't have a good business," he warned.

Among factors that will produce a great truck market, Smith said, are freight increases by railroads and a highway construction program in the next two years involving an expenditure of \$168,000,000. Continuing, he said:

"There were 4,831,000 trucks in 1941 compared with 8,552,000 in 1952 in the United States. That is a 77 per cent increase in trucks in use, compared with an increase of only 41 per cent in passenger cars. There has been a 100 per cent increase in Texas alone in truck sales in the last ten years.

Where Are Prospects?

"Sixty-six per cent of the truck market is in the half, three-quarter and one-ton class and 26 per cent of the prospects are on the farms. But for other prospects you can read the signs on the trucks you see in operation and you can find prospects in the yellow pages of the telephone directory.

"It is recommended that you have a truck center established independently of the passenger-car business. And, of course, you should have someone entirely responsible for truck sales, whether or not you have an independent truck center, and there should be monthly quotas for truck sales.

"In the past we have given a lot of emphasis to torque and other technical terms in selling trucks, but I doubt that a lot of us in the business know even now just what torque is, so don't expect your prospects to know or understand the technical terms. Few prospects demand technical information, so stay away from terms that are confusing and stick with fundamentals," he advised.

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BATTERY COMPETITION?**



**SELL
Southland!**



... and you'll have a quality battery in EVERY price range... to meet ALL competition.

Write or Wire

ALLIED BATTERY COMPANY
2040 Amelia Dallas, Texas

successful operators push car washing because the car owner who has his car washed is the best potential customer for additional automotive services

cold steam

blasts
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the washer connects to your regular air and hot or cold water supply.

no back
splash

no boots or apron needed with washer.



WASH! MIT! RINSE! LET DRY!
easy saves time, effort in
effective cleaning motors, parts.

HYDRO-AIR Pressure \$9.95
Washer

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28 N. Raymond Avenue
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If your jobber cannot supply you, we will ship direct - postpaid

Mississippian Switches Sales And Service Men—and Profits

BAGBY Hall, Lincoln-Mercury dealer of Jackson, Miss., told the Mississippi Automobile Dealers Association last month how he made his service manager do less work, raised his pay and yet caused the firm to wind up with more dollars from the service department.

Service absorption increased 20

per cent this year over last year due greatly to this factor, he said:

"We put the service manager on the car sales force and put a car salesman on the service desk. Both of them did better. Switching like this may sound just as crazy as it can be, but it's a good idea because when there's something wrong with

a new car, the buyer goes back to the salesman first and lets off steam. That salesman knows what the customer wants done and sometimes a service department employee might not.

"One reason a service manager may have ulcers is because the salesmen drive the service manager crazy."

Later the salesman and service manager were switched back to their old jobs. Both reaped heavy benefits from seeing how things were from the other's side.

Hall reported that he finally "ordered" his service manager to this effect:

"You are never going to write another ticket. We'll have another man do that. I want you to keep your hands in your pocket and then you'll find time to walk around, see how jobs are being done and while you're doing that you'll be bound to get some good ideas from which the shop will benefit. I'm going to raise your pay for keeping your hands in your pocket, too."

This was done, he explained, because a service manager who writes orders can't write the order correctly and at the same time listen attentively to any complaints which a customer may have.

"The customer is entitled to talk, talk, talk as that's part of the game," he said.

"Our service manager has now for the first time had a chance to roam and study the department and get a lot of good ideas for improvement."

Missourians Meet May 4-5

May 4-5 will be the dates for the 1953 convention of the Missouri Automobile Dealers Association, to be held at the Chase Hotel in St. Louis. Jimmy Mueller, Oldsmobile dealer in St. Louis, is chairman of the convention committee.

Mrs. Barnhart Succumbs

Marion F. Barnhart, wife of D. C. Barnhart, died last month at Bethesda, Md., from a cerebral hemorrhage. Barnhart is assistant managing director of the National Automobile Dealers Association.

Pontiac Names Jamieson

J. C. "Jack" Jamieson, Pontiac zone manager at Dallas, Texas, from 1945 to 1949, has been named Pacific regional manager.

Southeastern Representative:

LAWRENCE M. HIRSIG & COMPANY

American National Bank Building
Jacksonville 7, Florida

Southwestern Representative:

LYNN & HEMPHILL

301 North Market
Dallas 2, Texas

Ford Merchandising School graduates of the Southeast region elected these officers at the annual meeting in Virginia Beach, Va. (l. to r.): Rhae W. Adams, Hampton, Va., secretary-treasurer; Clayton N. Eastlack, Jr., Woodbury, N. J., vice-president, and Claude Williams, Gainesville, Ga., president. Williams is being congratulated by C. R. Beacham, sales manager of the Southeast region.



Want More Money? Jones Tells How!

"I AM going to give you some suggestions and if you follow them they will make you money. They did for me."

With that comment, George H. Jones, Ford dealer of Corpus Christi whose daily-report form has received much publicity, highlighted some money-making tips during a panel discussion at the convention of the Texas Automotive Dealers Association in El Paso last month.

"In the first place, you must keep your expense below your gross profit or there is no net," he said. "Remember that."

"I don't believe we have any need for price control in our business and I think you fellows feel about OPS like I do—competition will take care of prices."

"Now, it is my opinion that a lot of dealers are carrying too big a parts inventory and I know I was. I cut my parts inventory by \$70,000 and immediately thereafter did the biggest parts business I had done in years."

"As for new cars, I will go on record right now as predicting that warehouses will be full of new cars by 1953, maybe by Dec. 31. And either way the election goes, 30 per cent of the people are going to say the country is going to hell."

"Well, if they win, we will just have more of what we've had—more controls—for you cannot run a controlled economy without taxes and maybe confiscatory taxes."

"That brings up the 164 billion dollar question. Your government has a nest egg of 91 billions of dollars with 21 billions in unobligated funds. Add to that the 73 billions appropriated this year and there is enough to carry the government for 20 years at the rate we spent in 1940."

"I think that if Ike wins we will



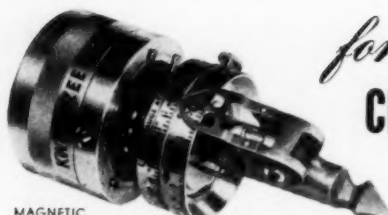
For 27 years our designers have concentrated on working out autobody and fender repair tool problems. For 27 years our well equipped plant has been producing the most practical tools you can get. We are proud that autobody mechanics have expressed their approval of Stream Line Tools in the most convincing way of all . . . by using more of them than of any other make and almost as many as of all other makes combined.

You will find 116 of these efficient and practical tools in our illustrated catalog. Write for it and for the name of your nearest jobber.

Stream Line Tools, Inc.

Conover, North Carolina.

The Acknowledged Leader Today



MAGNETIC
CAMBER, CASTER, TOE, MICROMETER

for Precision Wheel Alignment
CHECK and CORRECT

with
KWIK-EZEE INC.

17 W. 60th STREET, N. Y. C.



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More Dollar Value Than
Ever Before

NEW — different — out-
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grinds VALVES, VALVE
STEM ENDS, TAPPETS
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producing finest finish
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Ask the SIOUX Jobber
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Sioux City, Ia.



"It pays to have an ACE 'n the hole."

ACE VULCANIZING PATCHES ONE SHAPE — TWO SIZES

ACE regular and giant Universal
Diamond shapes fit any clamp
and cover all patching require-
ments. Also eliminate jobbers
need of stocking Round—Oval—
Diamond shapes in two
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ACE Patches light instantly,
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They always stick.



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Board lights instantly
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Bushings

Ask Your Jobber
to Arrange a
Demonstration

have more free enterprise than we have had in years, with controls off, and a great change in the people in government. It is just a question of the free-enterprise system or a controlled economy."

Settling down to a discussion of the automobile business, Jones used a blackboard for illustration and asked his audience to remember this one thing:

"Discounts ruin gross profits."

He showed dealers how to double their net profit.

"Assuming you are operating on the basis of two per cent net profit, which was the general average among dealers early this year, you can add one per cent to your gross profit, cut one per cent from your expenses and thereby double your net profit."

"I used to be so dumb at figures when the bank asked me for a statement I thought they wanted me to write them a letter. But I've learned about figures and you can learn to make figures work for you. When you do, you can sit on your fanny and won't have to work."

Jones passed out many samples of his daily report form.

Louisianians Set Date

The 1953 convention of the Louisiana Automobile Dealers Association will be held March 9-10 at the Jung Hotel, New Orleans, John O. Hofbauer, manager-director, has announced. R. J. Young is chairman of the convention committee.

N. C. Dealers Plan Cruise

The directors of the North Carolina Automobile Dealers Association have approved the idea of a cruise for the 1954 convention. The 1953 meeting will be held at Pinehurst, N. C.

Delco Builds 10,000,000

The Delco Radio Division of General Motors built its 10,000,000th car radio last month. It began operations in 1936.

How Should Salesmen Be Paid? A Texan Suggests One Answer

By J. D. McPHAUL*

Ford Dealer, Lamesa, Texas

IN MY 17 years' experience working salesmen, I have had a lot of time to think about methods of compensating them. Also during these years, I have worked numerous men with an enormous capacity to sell me on taking less difference on a deal than I wanted to take.

Therefore, many years ago I decided that \$50 a week and two, three or four per cent of the sale was not the proper method to use.

During the last nine years, I have been a dealer and had a different plan in action. This plan relieves me entirely of the worry and responsibility of getting the customer to pay us enough difference to insure a reasonable profit on the deal. At the same time, it permits the salesman who has ability to sell a deal well to make extra income.

Based on the monthly-average reports received from our factory, our sales cost is about \$30 per unit higher than the average Ford deal-

er—but our gross profit is almost \$150 per unit higher than the average dealer.

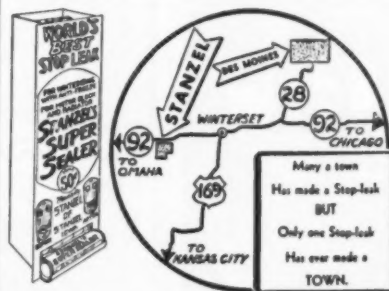
The method is simply this: We pay a salesman 25 per cent of the gross profit made on the new unit, after the wash-out or sale of the last used unit coming in on the deal.

As you already realize, there are instances where two or three salesmen may be involved in the sale of one new unit. However, when this occurs, we simply divide this 25 per cent of the gross on a percentage basis, with every salesman participating in the sale.

As an example, let's say a new truck cost \$1,500. Retail price of this truck would be \$2,000 and gross would be \$500. Salesman Jones sells the truck, draws \$1,000 difference, gets used-truck "A." Salesman Smith sells used-truck "A," draws \$500 difference, receives truck "B." Salesman Brown sells truck "B" for \$500.

Of course, 25 per cent of the \$500 gross was \$125. Since Jones' percentage of the sale was 50 per cent, he made \$62.50. Smith and Brown's percentage of the sale was 25 per cent, so each made \$31.25.

**Excerpts from an address by Mr. McPhaul at the convention of the Texas Automotive Dealers Association in El Paso last month.*



STANZEL'S Super Sealer

The Best Made for Sealing Leaks in Motor Blocks, Cracked Heads and Radiators

Use with every fill of anti-freeze

Pay Postman \$5 on Delivery

Manufactured at Stanzel and Des Moines, Iowa, by

STANDARD FACTORIES, Inc.

317 E. 5th Street Des Moines, Iowa



DEGREASER

Not only dissolves grease and oil but emulsifies it as well

IMMEDIATE DELIVERY! ONE GALLON OR A TANK CAR! BEWARE OF SUBSTITUTES!

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Insist on VELLUMOID!

When you say "Vellumoid"

You are talking about gaskets and sheet packing that mechanics have preferred for nearly half a century. Insist on genuine Vellumoid. It pays in the long run!

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- Oil Cap Specialists To the Automotive Trade

Ass. No. 820 contains 25 Oil Filter Replacement Caps for popular cars. Easy to stock, easy to handle. Each cap similar to original equipment. Caps also available in bulk. Write for Free Catalog Sheet and prices with name of your Jobber.



This attractive display box for counter use is a real merchandiser and helps you sell more oil caps. Made of heavy, durable board with simulated leatherette covering.

BERKSON PRODUCTS, INC.

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CHICAGO 39

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To Investigate Today's Finest Tire Repair!

GROSS SUPER GRIPS

Engineered for the Life Time Repair of Today's Modern Tires!

Details and Samples on Request.

GROSS

Manufacturing Company
Monrovia, California

Super Grips are just one item in a complete line of outstanding Tire and Tube Repair Materials.



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CIRCUS PARK

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First thing to do in Detroit is check in at Hotel Tuller! You'll enjoy every minute. Newly modernized. Beautifully decorated. Within walking distance of all downtown stores, theatres and business activities... yet, you enjoy the ever-green atmosphere of Grand Circus Park... The Tuller Coffee Shop or Cafeteria for excellent food modestly priced.

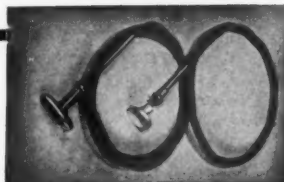
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LOUNGE
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DETROIT'S
FINEST

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WITH BATH FROM

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Chicago, Ill.

FACTS!

1. Over 300 advertisers are placing their announcement before the jobbers, dealers, garages and service stations of the nineteen Southern and Southwestern states.
2. The 29,000 copies of this issue reach over 5,500 towns and cities in the South. This means a very thorough coverage of the small town trade as well as that of the larger cities.
3. This is very important to advertisers, jobbers and distributors because over 71% of the cars in the South are owned and operated in and around towns of 25,000 population or less.

Southern Automotive Journal
ATLANTA, GEORGIA

Rapid Road Development Urged by Alabamians

By Ruth Redmann

A RESOLUTION deploring "the present inadequacies of the highway system of our own state" and expressing a "keen interest in the development of highways in as thorough and rapid manner as our economy will permit" was adopted by the Automobile Dealers Association of Alabama at its 17th annual convention held Oct. 26-28 at the Buena Vista Hotel, Biloxi, Miss.

Calling present highway construction and modernization "pitifully inadequate," W. F. Hufstader, vice-president in charge of distribution for General Motors Corp. and chairman of the Inter-Industry Highway Safety Committee, urged the dealers to get into the campaign for better roads.

The dealers also adopted resolutions calling for stricter observance of regulations regarding the use of dealer automobile tags; directing the attention of car manufacturers to the importance of avoiding conflicts as far as pos-



Officers of the Automobile Dealers Association of Alabama are (l. to r.): Standing, President H. C. Christopher, Fort Payne, and Clarence House, Birmingham, first vice-president; seated, R. S. Hicks, Decatur, second vice-president; Frank E. Davidson, Demopolis, third vice-president, and John McGarity, Troy, secretary-treasurer. Frank R. Broadway, Montgomery, is executive vice-president of the association.

sible between factory meetings and association meetings; recommending concentrated association efforts toward promoting traffic

safety, better public relations and keeping the public aware of the tax load on automotive vehicle owners at the present time.

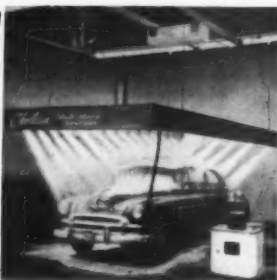
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CHOLDUN "AUTO-MAGIC" CARWASHER

No Tracks to Lay,
No Arch to Sway,
No rack at All—
To Pull or Fall.
Won't Jump the Track
Or Break your Back.
No Tank to Fill,
No Soap to Spill,
No Valves to Stick—
Now—Take your Pick!



Write **Choldun** MANUFACTURING CORPORATION
NEW HAVEN, CONN.

TAKES CONSTANT VIBRATION "Aero-Seal" HOSE CLAMPS



Aero-Seals never shake loose! Curved saddle holds tight, prevents biting or twisting hose at clamping point. Hardened steel worm-drive screw locks in position, yet removes easily. Stainless steel bands resist corrosion. Longer take-ups mean smaller inventory. And Aero-Seal gives you a higher profit on each easy sale. Compare Aero-Seals with ordinary clamps at your jobber's today. Or write us for further information.

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BREEZE CORPORATIONS, INC.

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Use of stainless steel subject to government regulations.



ADVERTISERS

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A

Aaron Co., Wesley O. 169, 190
Accurate Parts Mfg. Co. 174
Accurate Weights Mfg. Co. 224
Ace Rubber Company 228
Acme Air Appliance Corp. 129
A. C. Spark Plug Division
(Spark Plugs) 12, 13
Adams, Glenn C.
Advance Century Mfg. Co. 171
Advertising Council
Affiliated Nations Hotel 321
Airtex Automotive Corp.
Ajax Auto Parts Co.
Alan Sales Co. 22, 129
Albertson & Co. 228
Alemitte Division 177
Allied Battery Co. 225
Almond, T. N.
Aluminum Co. of America 44
American Bosch Corp. 108
American Brakeblok Division
..... 153
American Hammered Division
..... 14
Ammco Tools, Inc. 152
Amster, Gene J. 163
Anchor Rubber Prod., Inc. 248
Andrews Mfg. Co. 226
Anthes Force Oiler Co. 219
AP Parts Corp. 147
Arco Company 147
Aro Equipment Corp. 151
Arrow Armatures Co. 200, 201
Auto Sales Co.
Automotive Equipment Mfg.
Co. 210
Automotive Sales Co. 128

B

Ballis, Harry 165
Baker, Wm.
Barrett Equipment Co. 178
Barringer, F. D. 231
Bay Mfg. Co. 222
Bear Mfg. Company
Bearings Co. of America 16
Beasley, James 179
Bee-Line Co. 191
Belden Mfg. Co. 248
Bell Co., Inc. 125
Bell, L. W. 171
Bender Equip. Co., J. H. 183
Berkson Products, Inc. 230
Berry & Assoc., Charles 163
Binks Mfg. Co. 194
Black & Decker Mfg. Co. 168
Black, R. S. 148, 165
Blackhawk Mfg. Co. 103
Boehm, Phil 116
Bonney Forge & Tool Works
Boswell, L. W. 139
Bower Roller Bearing Co.
Div. 24
Bowes "Seal Fast" Corp. 159
Bowles Co., Stanley D. 212
Bowling & Powell 129, 228
Branstetter, Don 209
Bresco Corporation, Inc. 231
Bridges & Assoc., Roy 122
Brogan, F. J. 22, 142, 219
Brooks, W. S. 38
Brown Co., Andrew 206
Brown, John M. 218
Brown, Tom 179
Bruce, C. Tom 39
Buerger, Herman H. 217
Buettner, C. M. 142, 221
Buick Motor Div. 205
Burd Piston Ring Co. 231
Burk, B. B.
Butz, Sidney 230

C

Campbell, C. C. 192
Capton & McEvoy 33
Carpenter-Turner Sales Co.
Casco Prod. Corp. 196
Case, C. C. 126, 162, 220
Casite Division 3
Champ-Items, Inc. 182
Champion Spark Plug Co.
Chaney, W. C. 116

Chefford-Master Mfg. Co. 165
Cherry Co., McEwen
189, 191, 182, 186, 194
Chevrolet Motor Division 133
Choldun Mfg. Co. 231
Chrysler Corp. 213
Chrysler Corp. (Parts Div.) 143
Clark, A. W.
Clark Co., Henry 30, 167, 174, 180
Clayton Mfg. Co. 223
Clevett, S. E. 34
Cline-Porter
Cody & Assoc., Dave 179
Cole-Heegee Co. 23
Cole, S. J. 210, 218
Commercial Credit Co. 135
Connell Co., J. S. 179, 180
Copeland, Rudy 228
Cor, Nealy 218
Craft, E. G. 169
Craig, Hugh M. 210
Crain, L. C. 48
Crane, House 214
Cranford, Barron 214, 221
Cree, Herb M. 154, 231
Crescent Co., Inc. 126
Crutcher, Phil S. 192
Culp, E. E. 192
Curran Corp. 216, 229
Curtis Pneumatic Mch. Div. 15

D

D & M Products, Inc. 225
Dameron, H. C. 128
Daniell, Johnnie
127, 178, 214, 224
Davis, John W. 179
Davison, George 126, 162, 220
Dean, Cash 126
Delco Battery Division 155
Delco Products Division 189
Delco-Remy Division 203
Delta Mfg. Co. 224
Detroit Aluminum & Brass
Corp.
DiCello, Tony 170
Dickey, Robert O. 163, 204, 218
Dixie Sales Co. 212
Dobrynski, M. O.
Dodge Division 181
Dole Valve Company 139
Douglas Muffler Co.
Downey Co., Herman J. 202
Dura-Bond Engine Parts Co.
Durkee-Atwood Company 179

E

Eakin, Fred
Earl, John W. 211
Ebeling, P. H. 38, 220, 230
Ebert Co., Earl H. 33
Ecklin Mfg. Co. 11
Edwards-Dennis Co.
Els Automotive Corp. 146
Electric Auto-Lite Co. (Merch-
chandising Div.) 36, 37, 118, 119
(Parts & Service)
Electric Storage Battery Co. 141
Emeral Mfg. Co. 149
Estes Mfg. Co., Earl 127
Etherton, Wayne L. 124
Ethyl Corporation 182
Eylar Sales Co. 168

F

F & B Mfg. Company
Federal-Mogul Service 41
Federated Metals Division 198
Federated Mutual Implement
& Hardware Insurance Co. 207
Felt Products Mfg. Co. 22
Filterstone Corporation
Fitzgerald Mfg. Co. 49
Ford Motor Co. 49
Fram Corporation 111
Fre-Eze Chemical Corp. 225
Friedman, Harry 116

G

Gabriel Company 184
Gatke Corporation 10
General Automotive Specialty
Co. 204
General Motors Corp. (Insti-
tutional) 187
Glaser Lead Co., Inc. 185
Globe Hoist Co. 39
Glover, Chas. A. 163, 190
Goerlich Muffler Division
Goodman, S. D. 16
Gordan, W. H. 224
Grant, R. B. 39, 168, 218
Graver Industries, Inc.
Green, Paul B. 225
Greenfield Sales Co. 125, 127
Grey-Rock Division 38
Griffin Lamp Co. 145
Grizzly Manufacturing Co. 116
Gross Mfg. Co. 230
Grote Mfg. Co. 154
Guba Corp. Division 131
Gyro Skid-Control Co., Inc. 186

H

Halls, Inc. 17
Hamilton, G. O. 127
Hardin, L. R. 202
Hart & Foster 230
Harvey, John 230
Harvey-Merritt
Hastings Mfg. Co. (Oil Filter
Division) 109
Hastings Mfg. Co. Third Cover
(Piston Rings) & Supply
Co. 162
Hein-Werner Corp. 133
Herbrand Division 180
Hershey, Maxim 134, 148
Hertzberg, Sam 202, 221
Hirsig & Co., Lawrence M.
16, 111, 120, 175, 184, 196, 200,
191, 212, 217, 226, 230, 234
Hirsig-Frazier Co.
30, 134, 165, 194, 196, 216, 229
Hodgman Rubber Co.
Hochler, E. M. 141, 145, 146, 184
Hoffman, A. W. 161, 173
Holland, Chuck 117, 163
Holland, T. F. 219
Holley Carburetor Co.
Hollingshead Corp., R. M.
(Whiz Automotive Div.)
Homestead Valve Mfg. Co. 164
Hotel Menger 221
Hotel Tuller 230
Huber & Sons, Jerry 195
Hudson Motor Car Company 38
Hughes, T. D. 188
Hutchens, Harry C.
Hygrade Products Division 188

I

Imco Mfg. & Sales Co. 184, 220
Independent Pneumatic Tool
Co. 50
Ingersoll-Rand Co. 42, 43
J
Jayne, Albert
Johnson Bronze Company 150
Jolly Sales Co., John T. 134

K

K-D Lamp Division 211
K-D Mfg. Company 173
Katz & Assoc., Warren
Keen, C. Guy 219
Keister, R. C. 164
Keller, F. J.
39, 48, 171, 178, 182, 186, 231
Kelley Hayes Wheel Co.
Kem Mfg. Co., Inc. 170

Ken-Tool Mfg. Co.
Kidder, Martin
170, 188, 204, 230
Kitchens, William 209
Klier Co., G. W. 108, 110, 185
Kline-Porter 117, 168
Kneavel, W. S. 23, 188
Kwik-Eeze, Inc. 228

L

Laher Battery Prod. Corp. 128
Laird Auto Radiator Mfg.
Co. 228
Lambson & Sessions Co. 200, 201
Lamb, Russ Co. 144
Lasco Brake Products Corp. 128
Las-Stik Mfg. Co. 116
Lawson, Abbott 25
Leahy, Edw. T. 218
Lee Co., K. O. 168
Lemco Products, Inc. 168
Libbey-Owens-Ford Glass
Co. 231
Libby, Frank 48, 224
Lilliams, E. G. 48
Lincoln Engineering Co. 48
Link & Chambers Sales Co. 228
Lisle Corp. 230
Littell Sales Co., Porter 154
Longdon, J. S. 141, 220
Lovelady, J. W. 141, 220
Lutz, W. O. 226
Lynn & Hemphill 169, 190, 226
Lyon, Inc. 46
Lyon, W. L. 144, 211, 220

M

Mac's Super Gloss Co. 112, 113
Major, Jan 125
Manbee Equipment Div. 209
Manley Division 217
Manley Valve Corp. 217
Manufacturers Warehouse 214
Marion, Paul 122
Marquette Mfg. Co. 35
Marshall, E. L. 21
Martins-McMour
Mathewson, Robert S. 186
Maupin, F. E. 111
McClintock Sales Co. 204
McConnell, F. R. 2
McFord Corporation 2
McDonald, Carl J. 214
McDonald & McPherson Co.
125, 134
McHugh, Henry 190
McNaughton, Lee 162
McGinnison-Austin Co. 164
Meyer, C. L. 121
Merit Mufflers 180
Miklik, Louis 221
Miller Mfg. Co. 214
Miller, R. H. 127, 156
Minnich, W. F. 156
Miro-Flex Co., Inc. 156
Monkey Grip Sales Co. 142
Monroe Auto Equipment Co.
Moog Industries, Inc. 39
Moon, J. E. 142
Moraine Products Division 102
Morley, Chas. C. 142
Morris, Add 143
Mosher, W. A. 211
Motive Equipment Mfg. Co.
Inc. 208
Mundy, W. A. M. 16

N

NBP Public Relations
Committee 28
National Automobile Dealers
Used Car Guide Co.
National Brake Block Corp. 167
National Machine Works
National Motor Bearing Co.
Inc.

INDEX

The Advertiser's Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to Index correctly. No allowance will be made for errors or failures to insert.

New Britain Machine Co. . . . 29
Nicholson, Harry120
Niehoff & Co., C. E.114
Norton, K. W.132, 166
Nowlin, Frank23

O
Oakite Products, Inc.233
Oldsmobile Division
Olson, Don
Ottmer-Scrivner Sales Co.202
Owatonna Tool Co.

P
Packard Elec. Division 35
Parker, Guy
Perfect Circle Corp.
Perfect Equip. Co. Front Cover
Perfect Parts, Inc.151
Perfection Gear Co.228
Permatex Co., Inc.1
Peterson, S. A.224
Peterson Welding Labora-
tories, Inc.122
Petroleum Chemical Co.175
Planet Metal Products Corp.124
Poag, John E.51
Poindexter, C. M.117
Polansky, Max146
Price Battery Corp.4
Proto Tools
Pullman Sales Corp.224
Puritan Co., Inc.
Pyroil Co.134

R
Rajah Company
Ramsey Corp. Front Cover
Rankin, J. W.39, 219
Raskin, David174
Raybestos Division40
Reading Batteries, Inc.176
Reeves, Bert163
Remm, Cliff179, 214
Resner, J. D.216
Rinck-McIntyre, Inc.216
Rinsched-Mason Co.
Robertson, W. H.178
Rochester Products Division 115
Rogers, H. M. (Buck) 117, 154, 168
Rose, Troy211
Roy & Hefner224
Russell, H. E.166
Russell, Ralph E.214
Russell Mfg. Co.192
Rust Master Chemical Corp. 120

S
Safety Equip. Co.125
Saginaw Steering Gear Divi-
sion52
Saltzman, Harry170
Sanderson Co.166
Saunders, J. Paul154, 220
Schneider, Albert D.117
Schofield Mfg. Co.165
Schwaiger Mfg. Co.214
Seaboard Ind.48
Sealed Power Corp.54
Sealtight Ignition Insulators 157
Sears, Ben224
Sedgwick, Ben228
Sexton, C. F.231
Shamer, Sam224
Shannon, Sam
Sherman, Chas. G.216
Shipp-Payne120, 166, 167, 188
Shirey, Wm. H.17, 210
Sierk, Herbert231
Smith, Don
Smith Mfg. Corp., Grover 215
Smith, Ray163, 210, 231
Snugg Wheel Weight Mfg.
Co.117
Snyder, H. J.
Snyder, W. A.
Southern Friction Materials
Co.225
Southern Sales Agency

Southern Sales Co.23, 154, 168
Sparkier Mfg. Co.130
Speaker Corp., J. W.163
Speedway Mfg. Co.220
Speedy Mfg. & Sales Co., Inc. . . . 218
Spindler, R. B.163
Standard Crankshaft & Hy-
draulic Co., Inc.210
Standard Factories, Inc.229
Standard Motor Products197
Standard-Thompson Corp.160
Stanley Co., Inc., John T.
Stant Mfg. Co., Inc.190
Stewart-Warner Corp.177
Storm-Vulcan, Inc.25
Streamline Tool Company227
Studebaker Corp.107
Styron & Assoc., Art128
Sunnen Products Co., Inc.228
Supco Products224
Superior Screw & Mfg. Co.
Inc.230
Swanman, M. H.224
Sykes & Sons, Carl224

T
Tabas, Geo. A.151
Tapp, James F.
Tate, J. R.228
Taylor Bros.33
Texas Company
Thermoid Co.32
Tide Water Associated Oil
Co.63
Timken Roller Bearing Co.
Treasury Dept.
Treglow Company133
Trico Products31
Tung-Sol Electric, Inc.
Turbo Charger Sales Co.212
Turner Mfg. Co.220
Tuthill, H. I.116
Tuthill Spring Co.110
Tuttle Co., L. D.25, 198, 224
Twin-T Laboratories212

U
United Motors Service123
United States Treasury

V
V. M. C. Products, Inc.172
Van Cleaf Bros., Inc.30
Vaughn, B. M.225
Vellumold Company230
Vitalite Battery Co.225
Vogel Assoc.151
Volt Rubber Corp.188

W
Wadsworth, F. L.146
Wagner Electric Corp.47
Walker, A. J.111
Walker Mfg. Co.18, 19, 20, 21
Wallace, Stanley K.23, 116
Wallace, Wally220
Ware, E. F.
Warwick Laboratories Co.202
Ways, A. A.228
Weaver Manufacturing Co.56
Westinghouse Air Brake Co. 158
Whalen, H. H.141, 184
Whaley, H. A.110, 163
Willard Storage Battery Co.26, 27
Williams, Frank H.129, 142, 219
Williams, N. A.144, 161, 173, 216, 231
Williams, W. T.
Williams & Co., J. H.231
Wilson, L. A.110, 123
Wilson, Leo
Winona Tool Mfg. Co.
Wix Accessories Corp.51
Wixson, Ronald H.173

Y
Yankee Metal Products
Corp.166
Yaras, Max220, 228

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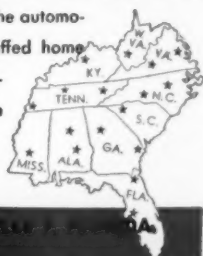
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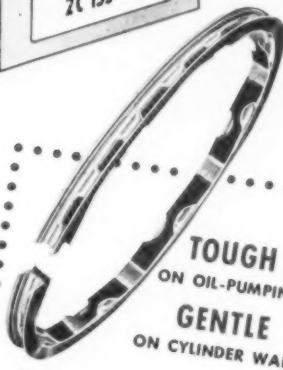
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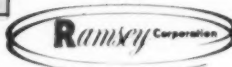
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